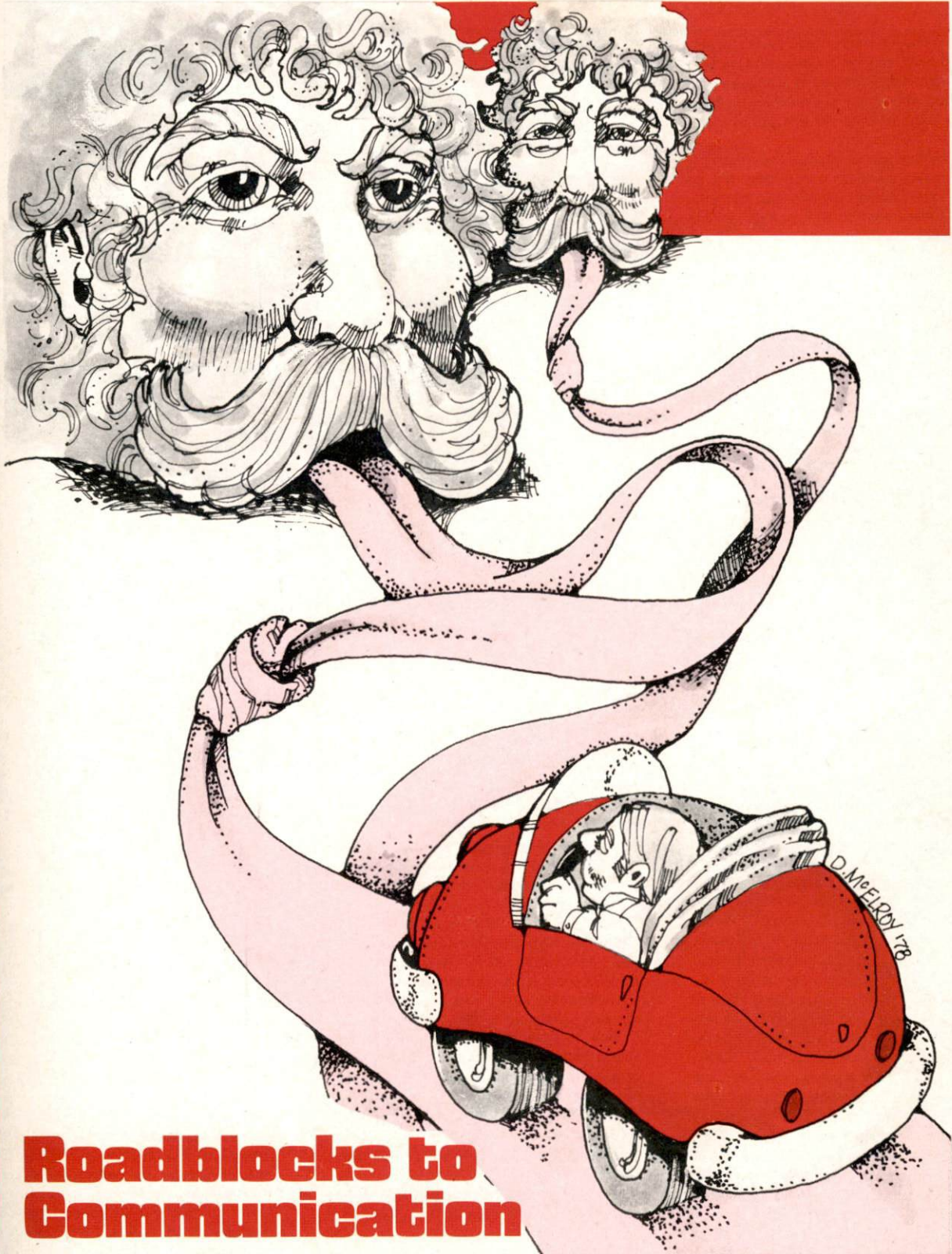


# The Toastmaster

SEPTEMBER 1978



**Roadblocks to  
Communication**



# SELL YOUR ADVICE

## Stop Giving It Away (or keeping it to yourself)

At one time or another you have probably found yourself working in a dead-end job for a person who simply refused to recognize your talents and who would do everything he could to show you how smart he was and who was boss.

Knowing that you faced the same frustrating situation every day made it more difficult to go to work. You probably experienced that inner feeling of dissatisfaction with yourself and life in general. Deep down inside you knew there had to be a better way...an opportunity to really show what you could do.

Most people who find themselves in this situation do either of two things. They quit and are usually hired into another job with the same miserable conditions, or they just grit their teeth, develop their ulcers, and wait for their gold watch.

Well, I've got a better solution if you're the type of person who wants total involvement ... not just a boring, unchallenging 8-5 routine.

### Turn Your Knowledge Into Dollars

I've discovered that what ever it is you know...or can learn...someone else wants to know it...and that's exactly what I want to share with you. How to have a future free of all money worries by selling your advice.

What people most want in life is advice and every one of us has some unique "know-how" for which others are willing to pay. People are hungry to learn...without making all the mistakes of pioneering for themselves. You can save them time, money, and frustration because you'll know the pitfalls to avoid.

### Anyone Can Become A Self-Proclaimed Expert

I don't care where you've worked, the White House, McDonald's, the Post Office, the New York Yankees, the Little Red Door, General Motors, UCLA, the Vatican, Mayo Clinic or the basement office at home...

I don't care what you've been ... chef, secretary, corporate president, union organizer, stock clerk, college professor, maitre d' hotel, student, hospital administrator, admiral, street cleaner, mayor, or magician ...

I don't care if you're white or black, male or female, a dragon-slaying 18-year-old or a still-at-it 70-year-old...you can start today showing others how to do something new, better, cheaper, faster, more profitably...you become the consultant...the counselor...the tutor...the advisor. You get paid \$50 ... \$100 ... and more per hour ... part-time or full-time.

Yes, a ready clientele exists that is willing to pay for information on almost any conceivable subject, technique or "how-to" category imaginable.

And now, for the first time, there is a way for you to learn how to package and sell what you already know.

### There's No Tedious Study

Thousands of people are willing to pay top dollars to have you tell them what's already in your head: How to design an office interior, write collection letters, set up a sales recruiting program, develop communications skills, increase production, authenticate art objects, establish security programs, do home canning, start a business, increase farming efficiency ... It doesn't require genius and it doesn't require luck.

All you have to do is follow the step-by-step procedure as outlined in the copyrighted consulting system that I've written and you will be able to start next week (I started part time at home) providing a service that will help someone who is willing to pay you for the benefit of sharing your experiences, ideas, and techniques.

You'll read true stories about college professors doubling their incomes by working a few extra hours each week selling their advice; about retirees who are now making more money than they ever did working full-time ... with less hassle ... in an unstructured, pressure-free, consulting and counseling business; about ordinary people ... housewives, factory workers, farmers, salesmen, ministers, insurance agents, students, artists ... all who have learned how to turn their experience, hobbies, education, and know-how into a high-income, part-time or full-time business of their own.

You don't need any special training to use this system. It's easy to understand and simple to follow. Everything you'll need is included in this comprehensive course. My book shows exactly how you can do the following:

- \* how to have three to four days free every week and the money to enjoy yourself.
- \* start at home without any cash (*Forbes* magazine recently reported about one woman who makes \$100,000 each year working out of her living room).
- \* how to copy any one of sixty-plus consulting techniques and pick up a cool \$225 to \$1,250 for one day's effort. Read actual stories about people like yourself who are selling their advice (not giving it away like so many people do).
- \* how to advertise and promote your consulting service (with actual ads to use as a guide). I've made thousands of dollars from one small classified ad ... you will too!
- \* how to handle people who try to "pick your brain" for free.
- \* how to price your service (most beginners set their fees to low).
- \* put \$5,000 to \$15,000 and more in your pocket (after all expenses) by spending 5 hours on one Saturday chatting with a few people about how to do something you've already learned to do.



Steve Nowlin

### What Readers Are Saying ...

"... with tips learned from your books, was able to land a very profitable consulting assignment ..."

Charles D. Cosby, Auburn Hgts., MI

"Easy reading for the novice or seasoned pro ... a bargain at twice the price." B.W. Stalzer, Ocala, FL

"... helped me start my own company." M.F., N.Y.

"I had always wanted to be a consultant but I didn't know how to approach it ... The books helped me with the confidence needed for the job."

Allan K. Hunkin, Brandon, Manitoba, Canada

"I believe Steve Nowlin offers business suggestions in a readable form very few authors can portray."

W.C., Charleston, S.C.

"More than paid for itself the first day!"

Fortune Enterprises, Inc., Falls Church, VA

"Best material of its kind ..."

R.E. Lund, Aurora, IL

"insightful, informative and invaluable ... well worth the money."

M.A. Dafina, Atlanta, GA

"An extremely valuable, common-sense, step-by-step approach to the "mystery" of the consulting business. I recommend it highly."

W.D.T., Honolulu, HI

Just picture yourself getting paid big fees for doing what you like. Even your hobbies can be the basis for a consulting business. Can you image the prestige of being the expert to whom others come for advice? Imagine how great you would feel ... what sense of power you would have ... what kind of respect and admiration you would get ... not to mention the enjoyment of a life free of all money worries.

As a bonus for ordering my book now, I'll send you absolutely free my 40 page special report. It's called "Group Consulting: How To Conduct and Promote Seminars, Courses, Schools, Workshops" and normally sells for \$9.95. It shows you how I regularly net anywhere from \$3,500-\$8,000 from a single one-day seminar or workshop. This report includes registration forms, samples of my ads, and a complete portfolio of my sales literature that you can simply copy for your own use.

I personally guarantee that you'll be satisfied that my methods will help or I'll send your money back! Study each chapter. Put my system to work. Then, if you don't agree that this manual is exactly what you need to help you succeed, return it at the end of 30 days for full credit or refund. I'll even send you 13¢ stamp back for your trouble.

To get your copy, write the words "Consulting Book and Bonus" on a plain sheet of paper, along with your name and address. Enclose a check for \$14.95. Or charge to your BankAmericard/Visa Card or Master Charge by sending your complete card number and date of expiration. Mail your order to me, Steve Nowlin, c/o Hamilton Publishing Co., Dept. TM-1 Box 88043, Indianapolis, IN 46208.

1977 HAMILTON PUBLISHING CO



# The Toastmaster

September 1978 Vol. 44 No. 9

## Founder

Dr. Ralph C. Smedley (1878-1965)

## Officers, Toastmasters International

### President

Hubert E. Dobson, DTM  
1205 Henry Road, South Charleston, WV 25303

### Senior Vice-President

Eric K. Stuhlmueller, DTM  
32 Sweetwater Bay, Winnipeg, Man., Can R2J 3G5

### Second Vice-President

Patrick A. Panfile, DTM  
78 Stoneleigh Court, Rochester, NY 14618

### Past President

Durwood E. English, DTM  
4580 Mt. Alifan Drive, San Diego, CA 92111

### Executive Director

Terrence J. McCann  
2200 N. Grand Avenue, Santa Ana, CA 92711

### Secretary-Treasurer

Herbert C. Wellner  
2200 N. Grand Avenue, Santa Ana, CA 92711

### Directors

Hubert R. Barney, DTM  
P.O. Box 1340, Winston-Salem, NC 27102

William N. Crawford, ATM  
2315 N. 81st Street, Scottsdale, AZ 85257

Eddie V. Dunn, DTM  
3106 7th Street, Fargo, ND 58102

Donald S. Kearton, DTM  
3645 Rivercrest Drive N., Salem, OR 97303

John S. Latin, DTM  
1010 Calle Ortega, San Dimas, CA 91773

William O. Miller, DTM  
12101 Hunters Lane, Rockville, MD 20852

J.K. Nath Nayak, DTM  
2832 South 10th Avenue, Broadview, IL 60153

Dr. Homer F. Schroeder, DTM  
2200 Jefferson Avenue, Toledo, OH 43624

## FEATURES

6 Roadblocks to Communication  
by Thomas Montalbo, DTM

11 Your Writing Affects Your Success  
by John L. Kent

16 Hubert E. Dobson: Helping People Help Themselves  
An Interview with the 1978-79 International President

24 How to Overcome Platform Panic  
by Mike Major

## DEPARTMENTS

- 4 Letters
- 14 People
- 20 1977-78 International Hall of Fame
- 22 How to...
- 28 Hall of Fame
- 31 1978-79 District Governors

## COVER

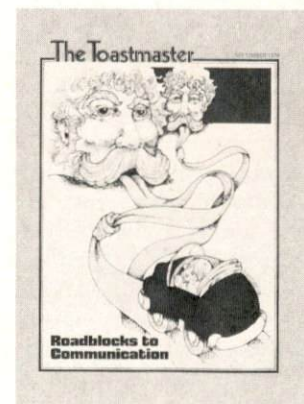
*For most of us, words can be the biggest roadblocks to effective communication we'll ever come up against. But the words themselves are not the problem; it's how we use them. To be as totally effective as we can be on the platform, we must not think only of what certain words mean to us, but of what they'll mean to those in our audiences as well.*

Magazine Staff  
Editor  
Michael J. Snapp

Art Director  
Garnet Blair

Advertising Representative  
Miller & McZine

P.O. Box 7204, San Diego, CA 92107, (714) 268-3740



Published monthly to promote the ideals and goals of Toastmasters International, an organization devoted to improving its members' ability to express themselves clearly and concisely, to develop and strengthen their leadership and executive potential, and to achieve whatever self-development goals they may have set for themselves. Toastmasters International is a non-profit, educational organization of Toastmasters clubs throughout the world. The first Toastmasters club was established by Dr. Ralph C. Smedley on October 22, 1924. Toastmasters International was organized October 4, 1930 and incorporated December 19, 1932. This official publication of Toastmasters International carries authorized notices and articles regarding the activities and interests of the organization, but responsibility is not assumed for the opinions of authors of other articles. Second class postage paid at Santa Ana, California. Copyright 1978 by Toastmasters International, Inc. All rights reserved. The name "Toastmasters" and the Toastmasters emblem are registered trademarks of Toastmasters International, Inc. Marca registrada en Mexico. PRINTED IN U.S.A. □ All correspondence relating to editorial content or circulation should be addressed to THE TOASTMASTER Magazine, 2200 N. Grand Ave., P.O. Box 10400, Santa Ana, California 92711. Telephone (714) 542-6793. Non-members may subscribe for \$6.00 a year. Single copy price is 50¢.



# Letters

## No Need for "Equal Space"

I would like to write a lengthy letter on the subject covered by Varda R. Murrell's letter in the April issue of *The Toastmaster*. Unfortunately, I am far too busy — and happy — pursuing my inferior role as a private secretary to have the time.

Shall I boycott the art galleries because the great masters were men, or turn off my stereo because the great composers were men? Shall I spurn *The Toastmaster* because of its male content? No. I shall continue happily on my way, knowing I am equal to men, without the need of "equal space for women" in *The Toastmaster* to prove it. Provided the magazine continues to print informative and educational articles, I'll not feel in the least offended if we females do not get equal space.

Please, don't let Toastmasters become involved in this foolish aspect of the "battle of the sexes."

Brenda Douglas  
Kensington Gardens,  
South Australia

## Burned Up Over "Burn Out"

Having completed my review of the July issue of *The Toastmaster*, I find myself fully agreeing with all the guides for audiovisuals. But there was one serious omission.

In my experience, roughly a third of all the audiovisuals attempted fail because the operator does not have a spare projector bulb available. Regardless of the newness of any bulb, it is always subject to "burn out" at any time.

I suggest you highlight this need for a spare bulb in a future issue.

Henry W. Peabody, ATM  
Memphis, Tennessee  
*Consider it done.* —Ed.

## Some Thoughts on Slides

Enjoyed your special issue of *The Toastmaster* on "Audiovisuals" and, in particular, Robert McGarvey's article, "How and When to Use Slides."

I agree with his suggestions to use plenty of appealing slides, the proper

equipment and to practice in the room where the presentation will be given. I've found that when a sequence of three or four slides are used to describe one thought as the presenter continues to speak, the combination really captures the audience's attention.

After several disasters where my "super" 35mm, metal-framed slides became stuck in loaned or rented equipment, I now carry my own carefully-maintained projector. My slides and projector never leave my sight, even while traveling on an airplane.



Room familiarization is also a must. One recent assignment in Troy, Michigan, followed quickly on the heels of a Lawrence, Kansas, speech. This schedule did not allow sufficient time for me to become familiar with an elaborate, electronically-controlled speaker's platform at Troy. Just three minutes into my presentation, I hit the wrong button to advance my slides and brought the floodlights on. Responding quickly, I hit the adjoining button in a desperate attempt to shut them off and ended up turning more lights on.

There's no substitute for preparation.

John S. Latin, DTM  
International Director  
San Dimas, California

## And More Power to You!

Your June article, "Enthusiasm: The Essence of a Winning Speech," contains sound advice.

In particular, I agree with Gross' recommendation that we should "use colorful and active words." Gross stresses the use of adjectives. In general, however, nouns and verbs contain more power than adjectives.

William Strunk and E.B. White's classic primer, "The Elements of Style," addresses this point. Their book focuses on writing, but its principles apply equally well to speaking. Let me offer a paraphrase of the pertinent section:

"It is nouns and verbs, not adjectives and adverbs, that give to good communication its toughness and color. The adjective hasn't been built that can pull a weak or inaccurate noun out of a tight place."

You be the judge. Which is stronger: "He is highly credible" or "he demands credibility"?

Danial A. Panshin  
Corvallis, Oregon

## Handling Charge to Go Up

Due to the recent postage increase imposed by the U.S. government, as well as the continually escalating cost of paper products, there will be, effective September 1, a 20% postage and handling charge on all items ordered from World Headquarters.

While we have always sought to hold the line on such charges in the past, these recent postage changes make it impossible to do so. Your help in explaining the situation to your fellow Toastmasters will be most appreciated.

*All letters are printed on the basis of their general interest and constructive suggestions. If you have something to say that may be of interest to the Toastmasters, please send it to us. All letters are subject to editing for reasons of space and clarity and may include the writer's name and address.*

THE TOASTMASTER



May We Send You This Famous 12-Cassette Course—  
**THE EXECUTIVE'S SHORTCUT  
 COURSE TO SPEECH IMPROVEMENT**

—To Hear at Our Expense?

**15-DAY  
 FREE  
 TRIAL**

It takes just 30 minutes to listen to tape No. 1—"THE ART OF HUMOROUS SPEECH," but it will convince you of the unique learning ease that comes with cassette tapes—

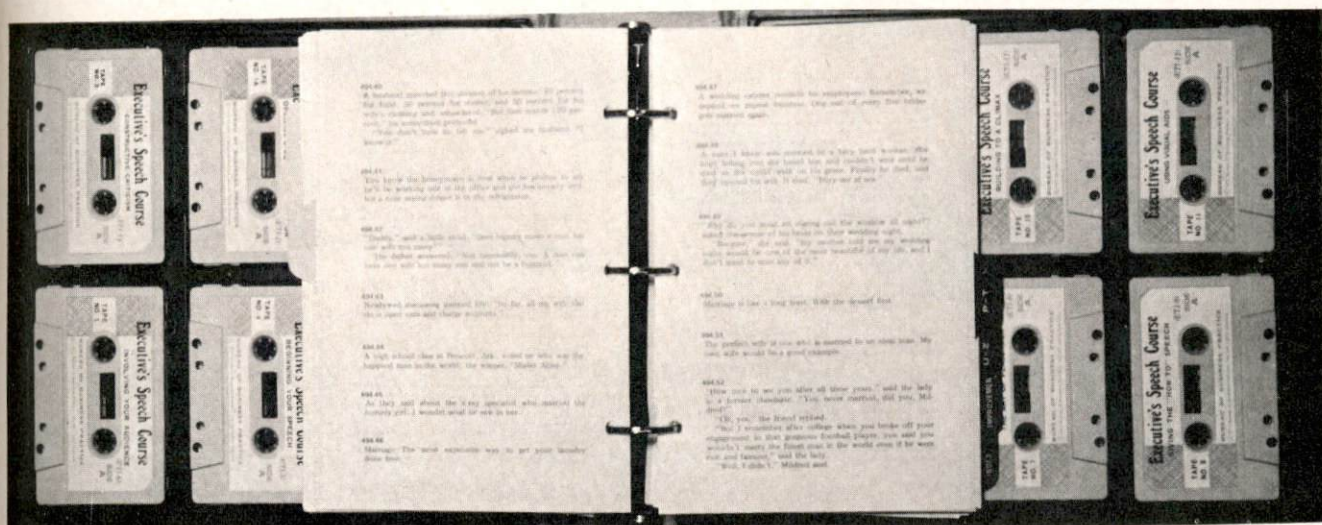
*It Tells You How to Deliver a Joke so Easily and Naturally You'll Learn How to Win Over Your Audience at Once—Whether There Are 1, 2, 10, or a Thousand Listeners!*

**TAKE UP TO 15 DAYS TO REVIEW THE ENTIRE COURSE**

Discover for yourself how it helps give you the forceful precision that sets aside the executive with speaking skills from the ordinary speaker—Helps you develop your timing, articulation, and delivery style—Gives you tips and tricks only the "insiders" know!

**EXAMINE THE GREATEST ASSORTMENT OF JOKES, STORIES AND ANECDOTES EVER ASSEMBLED!**

"THE SPEAKER'S FILE OF HUMOR"—Gives you a vast, fresh source of timely, topical humor—more than 300 pages enrich your repertoire of jokes for every occasion!



- **Completely Indexed and Cross-Referenced!**
- **1,580 Topics from Absent-Mindedness to Zoology!**
- **Packed in a handsome, compact, sturdy Carrying Case—**
- **Convenient! Easily Transportable! Holds Everything!**

**COUPON BELOW SAVES YOU MORE THAN TWENTY-FIVE DOLLARS!**

Ordinarily a 12-month subscription series valued at \$83.40, you may now receive the entire course at one time—saving us postage expense and yourself money. The complete course—12 Cassette Tapes, the vast Story File, and handsome Carrying Case

—is yours for only \$57.00, a savings of over 30% from the monthly program price. And you have your choice of 2 convenient payment plans. But send no money now.

**Take up to 15 Days to Examine All Materials. If You Are Not Completely Satisfied, Return the Materials in Their Compact Carrying Case—Pay Nothing and Owe Nothing!**

**NO-RISK TRIAL COUPON**

THE BUREAU OF BUSINESS PRACTICE • 24 Rope Ferry Road • Waterford, Conn. 06386

Please send me THE EXECUTIVE'S SHORTCUT COURSE TO SPEECH IMPROVEMENT—the complete course includes 12 Cassette Tapes, the Speaker's File of Humor, and a compact, handsome, Carrying Case—which I may examine without obligation for 15 days. During that time, if not completely satisfied, I will return the materials to you—and not owe or pay a cent! Otherwise, I will keep the material for the special discounted price of only \$57.00, plus a small charge for postage and handling.

Bill me for \$57.00, plus a small postage and handling charge. (ETI-Off-6)

Bill me in two equal installments of \$28.50 each, plus a small postage and handling charge. (ETI-Off-7)

NAME \_\_\_\_\_ TITLE \_\_\_\_\_

FIRM \_\_\_\_\_

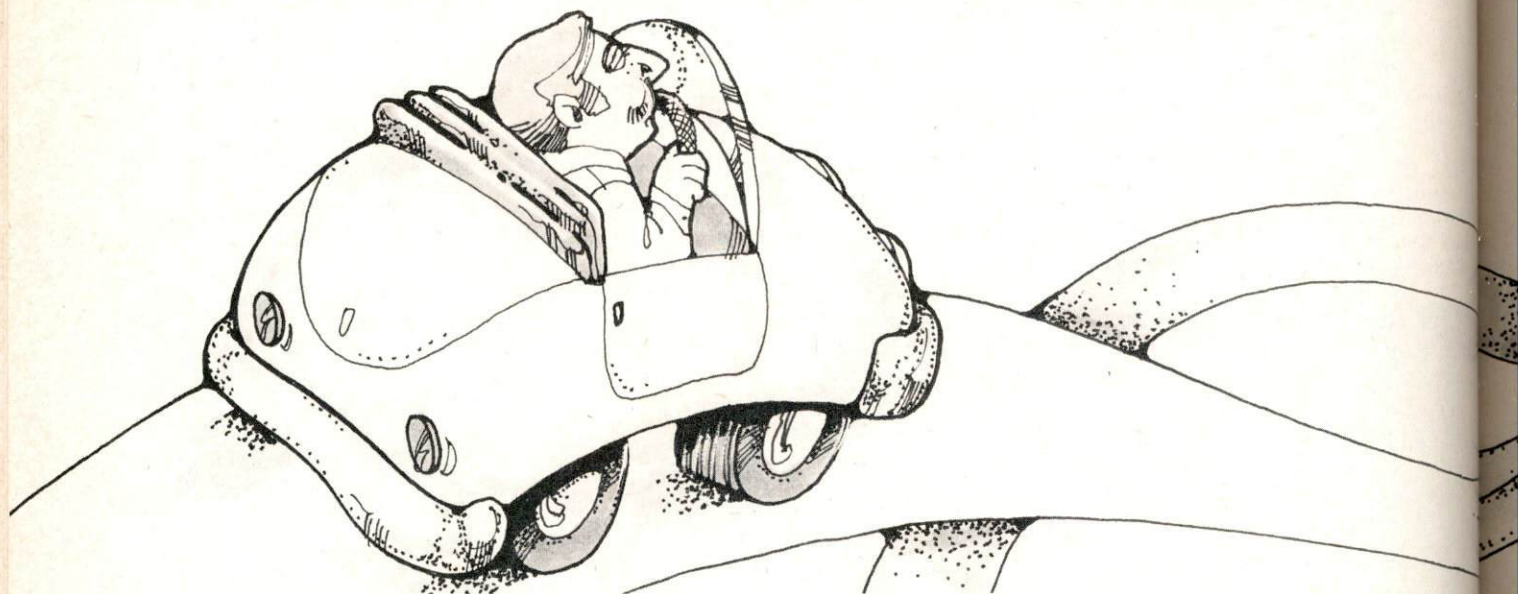
ADDRESS  HOME  OFFICE \_\_\_\_\_

CITY \_\_\_\_\_ STATE \_\_\_\_\_ ZIP \_\_\_\_\_

**A REGULAR \$83.40 VALUE—THIS SPECIAL DISCOUNT OFFER SAVES YOU \$26.40—REDUCES THE COST OF THE COMPLETE PROGRAM TO ONLY \$57.00!**



# Roadblocks to Communication



*For most of us, words can be the biggest roadblocks to effective communication we'll ever come up against. But the words themselves are not the problem . . . it's how we use them.*

by Thomas Montalbo, DTM

**T**here's only one valid motive for any speech — to be understood. No speech is supposed to be a challenge to clarity. Anatole France, the French novelist and Nobel prize winner, once said, "The finest words in the world are only vain sounds if you cannot comprehend them." And Goethe, the German poet, put it this way: "Everyone hears only what he understands."

How does a child react when you say, "Look up and down before you cross the street"? Perhaps he thinks you mean look up at the sky and down at the pavement. Of course, your meaning is obvious to you, but is it to the child?

You may have wondered why you think easily and clearly about a subject, yet find it difficult to make the audience understand you when

you give a speech. In a person-to-person conversation, the "That's-what-I-heard-you-say — But-that's-not-what-I-meant" exchange can and often does take place. Such an exchange, however, usually isn't possible between a speaker and his audience.

## The Tools of the Speaker

We don't always say what we mean, and sometimes even the same words can mean different things to different people. Many words, for example, have more than one meaning, even opposite meanings. The fault, however, isn't so much in the language as in the users. Plumbers, carpenters, engineers or surgeons can't do their jobs properly if they don't know their tools and how to use them. The same is true for the speaker, whose tools are ideas and words. As such the speaker must have something to say, and the ideas

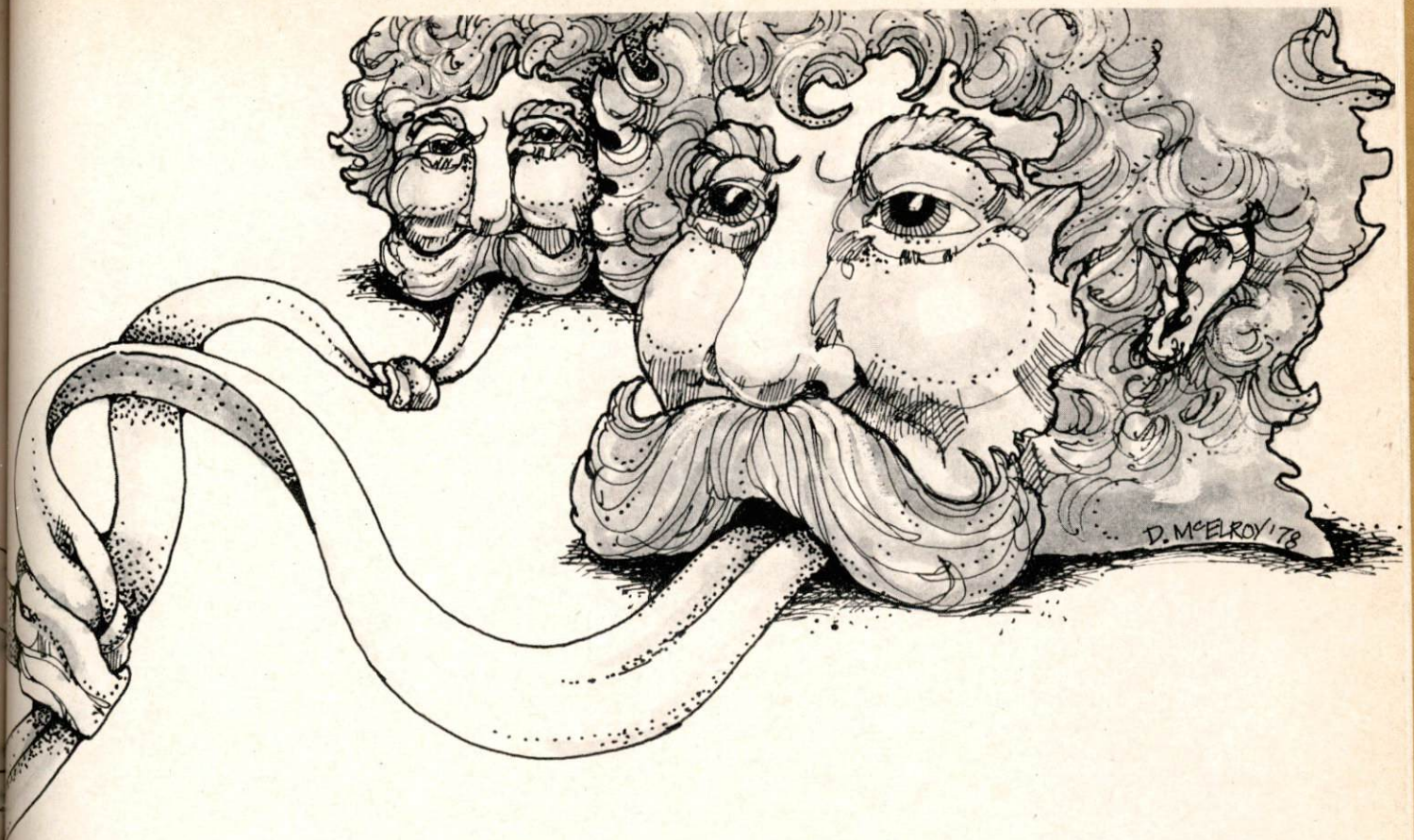
and words to interpret those thoughts.

Words are to a speaker what colors are to a painter. The painter carefully chooses his colors and applies them on the canvas, creating shadings, lights and shadows to correctly convey certain impressions to viewers. Similarly, to make sure his listeners understand, the speaker should choose the right words, considering not only their literal meaning but also their "color" — the associations affecting the meaning.

Abraham Lincoln, a master of words, said this about his own expression of an idea: "I was not satisfied until I had put it in language plain enough, as I thought, for any boy I knew to comprehend. This was a kind of passion with me, and it has stuck by me; for I am never easy now, when I am handling a thought, till I have bounded it north and bounded it south, and bounded it east and bounded it west."

Unlike Lincoln, however, some speakers use words carelessly and with complacent familiarity — failing to give them the attention and





respect they deserve. Anyone who has tried to answer a child's recurring question, "What does that mean?" knows that even common words are often hard to explain. Sometimes, we don't even know the meaning of a word. Other times, our listeners derive one meaning when we have another in mind.

#### Above All, Clarity

More than anything else, clarity in language is what audiences demand. They have the absolute right to expect every speaker to say clearly and exactly what he's talking about. And the speaker should make it easy for the audience not only to understand, but also impossible to misunderstand. To accomplish this, speakers must pay special attention to the following categories of words:

- *Abstract words* — Democracy. Patriotism. Idealism. Loyalty. Equality. Justice. Love. Truth. All are familiar abstract words, yet if you ask a dozen persons what each word means, the chances are you'll get 12 different answers. Such words are the most likely to be interpreted in different ways because we can't feel, taste, smell, hear or see the theory,

quality or value they represent. Each person interprets them in terms of his own ideas or emotions, often the result of personal background and experience.

Democracy, says the dictionary, is government *by* the people. But Lincoln believed it to be government *of* the people, *by* the people, *for* the people. Others consider democracy as freedom of speech, press and religion; the absence of class distinctions; rule of the majority; the right to vote; freedom from fear; the right to organize; freedom of choice.

Socrates, the Greek philosopher, once said, "When anyone speaks of iron and silver, the same thing is present in the minds of all. But when anyone speaks of justice and goodness, we part company and are at odds with one another and with ourselves."

We see, then, how use of abstract words can block communication. But what can we do about it? What can we say in our speeches to make sure abstract words mean the same to our listeners as they do to us?

#### Compare Your Idea

The problem of abstract words

can't be solved by merely replacing them with concrete synonyms. Usually there aren't any. And if you say to an audience, "Let me give you an idea of what I mean," you naturally can't present them with a thought the way you'd hand them an apple. But you *can* make your abstract thought tangible so they can grasp it as though their minds had hands.

How? Compare your idea with a real, specific object. You might say, "Love is like a rose and blooms with affection." By identifying love with the rose, you ascribe to love the qualities of a flower and invest it with the beauty, freshness and vigor everyone associates with blossoming flowers.

You can also pinpoint your abstraction by defining or explaining it and giving examples. Here's how Lincoln talked about liberty in one of his speeches: "We all declare for liberty; but in using the same word, we do not all mean the same thing. With some, the word liberty may mean for each man to do as he pleases with himself and the product of his labor. While with others, the



same words may mean for some men to do as they please with other men and the product of other men's labor. Here are two, not only different, but incompatible things, called by the same name — liberty. And it follows that each of the things is, by the respective parties, called by two different and incompatible names — liberty and tyranny."

Still another way to deal with abstract words is to make your thoughts visible so your listeners can see them as pictures in their heads. Listen to these words from a radio address by Franklin D. Roosevelt: "A radical is a man with both feet firmly planted in the air. A conservative is a man with two perfectly good legs who, however, has never learned how to walk forward. A reactionary is a somnambulist walking backward." Whether or not his listeners agreed with what he was saying, Roosevelt drew such simple, clear pictures in their heads that it's doubtful anyone failed to understand exactly what he meant.

• *Equivocal Words* — By definition, such words have two or more meanings. So they're open to different interpretations, and the listener's mind fluctuates among the meanings unless the speaker identifies the one he has in mind.

Take the word "tough." Among its many meanings is the sense of a *tough* character — rowdy, crude and vicious. But another meaning is that of a *tough* soldier — manly, sturdy and hardy. While both meanings are correct, they're far from being related. "Litter" is another word with numerous meanings, some unconnected, as in an animal's offspring at birth; clutter; a stretcher; a layer of organic matter on forest floor; scattered trash.

Two other examples are the words "cheap" and "streamlined." *Cheap* means not only low-priced but also shoddy workmanship; stingy; miserly; vile; worthless; contemptible. *Streamlined* refers to something designed or organized for maximum efficiency, including simplification, modernization and compactness. But that's the basic dictionary meaning. In addition to its positive meaning, *streamlined* has a negative connotation. To some persons, *streamlined* suggests or implies corner-cutting and skimpiness.

So when using equivocal words, give them special attention to make sure your listeners understand which of the possible meanings you have in mind. This you do simply by specifying and illustrating exactly what you mean.

• *Emotive Words* — These are words whose sense may be distorted by preconceived adverse reactions, unreasonable or unfair attitudes of hostility, and feelings rooted in suspicion, fear or intolerance.

Words such as *agitator*, *demagogue*, *dictator*, *communist*, *huckster*, *lobbyist*, *brat*, *flunky*, *jalopy* and *hick* have feelings associated with their meaning, and express or appeal to emotion. They have tones, overtones and subtone derived from temperament, background or experience of the persons hearing them.

Emotive words create problems because they can easily misrepresent ideas and thus prevent straight communication. This is not to suggest emotive words are necessarily taboo. But if you use them, it may be well to bear in mind what Rudyard Kipling, the English author, said: "I am by calling a dealer in words, and words are, of course, the most powerful drug used by mankind. Not only do words infect, egotize, narcotize and paralyze, but they enter into and color the minutest cells of the brain."

So if your aim is to color the attitudes of your listeners or propagandize them, emotive words will help you. But if you want to express reality as it is, apart from personal feelings or prejudices, you'll avoid emotive words and be purely factual. Even mere facts can speak eloquently for themselves.

• *Slang* — Trying to decide whether or not to use slang? If so, ask yourself these questions: "Does it convey my meaning? Will the audience I'm addressing understand clearly what I mean? Will it offend any of my listeners? Would standard English be as effective, or even better?"

You might say, "If I must ask myself all those questions, wouldn't it be wiser to skip slang and stick to standard language?" And you'd be right. We all speak to be understood and to earn respect as we speak. Slang doesn't give quality to speeches. Many words and phrases

in standard language, in fact, express thoughts better and with more dignity. So slang is neither necessary nor desirable.

Bergen Evans and Cornelia Evans, in *A Dictionary of Contemporary American Usage*, state: "Slang is language regarded as unsuitable for standard, cultivated speech . . . much slang is vivid and clever and forceful. Much more of it, however, is merely faddish and infantile and its consistent use does not display the fullness of expression that the user thinks it does."

This doesn't mean we should be snobbish; only cautious. Slang may be obscure or cover more than one meaning. What does "let him have it" mean? Does it mean literally what it says, or does everyone know its slang meaning? What is "the bottom line"? Is it the last line or the final result?

Agreed. Some slang may be useful in giving your speech a folksy touch. But even when picturesque, it isn't worth the risk if it might baffle or offend the audience. If slang is used in public speaking, it should be in the proper setting with the right audience and in its latest context, as slang changes fast and often.

• *Jargon* — H.W. Fowler, in *A Dictionary of Modern English Usage*, refers to jargon as "talk that is considered both ugly-sounding and hard to understand." Edwin Newman, in *Strictly Speaking*, says it is used because "it sounds weighty, important." He believes, however, "it may be better to grunt unintelligibly than to use such language, for it is so impersonal and manufactured as to be almost inhuman."

James J. Kilpatrick, the syndicated newspaper columnist, recently attended a meeting of professional urbanologists, listened to the speakers and said, "Every word they uttered was an English word; their every sentence had a definable subject and verb. But after 45 minutes, I realized I had not understood a thing they were saying. One expert spoke earnestly of prioritizing the ongoing input. Another asserted the need to redefine and restructure the corollary mechanisms."

Ernest L. Boyer, the United States Commissioner of Education, in a speech delivered at a recent national





Earl Nightingale, world-renowned author and lecturer, has spent over 30 years in researching success patterns.

"Listen and lead . . . here is your opportunity to hear the 12 secrets of my proven success formula . . . a system that is guaranteed to work for you . . . or it costs you nothing."

*Earl Nightingale*

**MY COMPLETE  
12 SESSION PROGRAM**

- 1 THE MAGIC WORD**  
Learn how one "magic word" can make the first big difference in your journey to success.
- 2 RECOGNIZING OPPORTUNITY**  
Learn how to recognize and capitalize on the many opportunities that surround each of us, every day.
- 3 SETTING WORTHY GOALS**  
Do you know how to set goals and then achieve them on schedule? This session will show you how to go through life from one success to another.
- 4 USING YOUR MIND**  
Creative thinking and problem solving can assure you the knowledge, prestige and income of the top five percent of the population.
- 5 SERVICE & REWARDS**  
There is really one basic law for all financial and personal achievement. And, with this session, you can begin to put that law to work for you today!
- 6 SELF-KNOWLEDGE**  
Why do some seemingly "average" people always achieve more than others? Find out how you too can achieve the greatness you know you are capable of.
- 7 CONFORMITY & NON-CONFORMITY**  
The more you understand human behavior, the more you'll realize how much easier it is to achieve success than suffer with failure.
- 8 SELF-MANAGEMENT**  
To reach your goal for personal success, you must first realize how much you're worth now . . . and then apply the same growth practices to your growth as have built the most successful corporations.
- 9 MONEY**  
This session helps you decide how much money is enough for you and then shows you how to get it.
- 10 PERSONAL GROWTH**  
The emphasis here is on one factor that controls, to a tremendous extent, the amount of money we will earn in our life-time and the people with whom we will associate.
- 11 USING TIME MANAGEMENT**  
How to achieve "the only real security." Now you can control your circumstances and be successful, regardless of whether times are good or bad.
- 12 BEING A LEADER**  
Every one of us has the ability to develop the qualities of leadership. Now, you can become the leader every industry, every profession is looking for.

Earl Nightingale invites the readers of The Toastmaster to share in his most successful self-motivation program . . .

# LEAD THE FIELD

The complete easy to use personal development program that contains thousands of ideas that are stimulating, practical, new as tomorrow and vital to your success. Now you can become as big a winner as you want to be with our no-risk, full money-back guarantee offer.

Now you can use the principles of cause and effect to your advantage. Learn the secrets that have helped thousands greatly increase their incomes, change the whole course of their personal lives and careers for the better and achieve greater happiness and peace of mind. And, when you order "Lead the Field" you will also receive our complete catalog that offers big savings on many other valuable cassette programs. Don't delay. You must be completely satisfied with "Lead the Field" or your money will be fully refunded.



**FREE BONUS**

Send in your order today and receive a Free Bonus two-cassette album containing "The Mind of Man" and "The Strangest Secret" . . . the most popular sound recording of its kind ever produced.

Includes 12 complete, dynamic sessions in 6-cassette album plus **FREE BONUS 2-cassette album** if you order now.

**SPECIAL TRIAL OFFER**

Send Only **\$10**

Take 15 days to send balance of \$39.95 or return program for full refund.

**NIGHTINGALE-CONANT CORPORATION • The Human Resources Company®**  
 6677 North Lincoln Avenue • Chicago, Illinois 60645

Enclosed is my check or money order for \$10. Please send me the complete **LEAD THE FIELD six-cassette album** (containing all 12 sessions) plus my free bonus album containing "The Strangest Secret" and "The Mind of Man" cassettes. I agree to pay the balance of \$39.95 promptly upon being invoiced. I understand that if I am not completely satisfied I may return "Lead the Field" and the bonus album within 15 days and receive a full refund.

**SPECIAL CASSETTE PLAYER/RECORDER OFFER.** I am enclosing an additional \$29.95 (or charge to my credit card). Please ship me your Cassette Player/Recorder complete with AC cord, batteries, and built-in microphone for recording on blank cassettes. Illinois residents add 5% sales tax.

Or, charge my purchase to:

BankAmericard     Master Charge\*

Account # \_\_\_\_\_ Exp. date \_\_\_\_\_

Signature \_\_\_\_\_ (must be signed to be valid)

\*If using Master Charge, also indicate the four numbers above your name here \_\_\_\_\_

Name \_\_\_\_\_ Title \_\_\_\_\_

Company \_\_\_\_\_

Address \_\_\_\_\_

City \_\_\_\_\_

State \_\_\_\_\_ Zip \_\_\_\_\_

**CALL TOLL-FREE ANYTIME (800) 621-8318 (Illinois residents call (800) 972-8308) TO ORDER USING ANY OF THE CREDIT CARDS SHOWN ABOVE.**

TM98



# JOKES for SPEAKERS!

**For Toastmasters, Business Executives, Club Officers, Banqueteers, or anyone who has to talk.**

An up-to-the-minute topical Joke-Bulletin with approximately 100 funny one-liners, stories and roast lines. Created by top Hollywood comedy writers. A great source of fresh professional material to humorize your speech for any audience; any occasion. Current issue: \$5.00. Send check or M.O. to:

## JOKES UN-LTD.

1357 Miller Drive, Dept. O-4, Hollywood, CA 90069

convention of the Speech Communication Association, said, "Everyday in my own world of education, bureaucratic jargon seems incessantly to clutter up the day. Regulations and guidelines are gnarled and contorted and warped by legalese . . . We have target groups, rifleshot policies, thrusts, impacts and zeroings."

Just what is jargon? Originally an old French word meaning "warbling of birds," jargon has evolved to mean mainly shop talk or technical language used by scientists, lawyers, physicians, psychologists, sociologists, artists, engineers, tradespeople, athletes or any other group of specialists. This definition takes in a lot of territory because jargon breeds abundantly in today's society as new industries, occupations and special groups spring up.

Since all professions, occupations, hobbies, sports and other groups have special ideas, techniques, tools and materials, each need a specialized language to designate these things. So jargon, as a specialized vocabulary, is certainly a useful tool of communication among people in the same group.

### A Special Language

Speaking the same language, people in specialized groups can understand each other easily, quickly, exactly and effectively. Dentists know "caries" is tooth decay. Physicians know "conjunctivitis" means eye inflammation. Government leaders know "overkill" means to destroy a target with more nuclear force than is required. Lawyers know "testator" is a person who leaves a will in force at his death.

And computer personnel know "software" means computer programs.

But when you use such jargon in a speech to an audience outside of the specialized group, your listeners will probably find themselves puzzled over your meaning, become annoyed and stop listening. Obviously, they won't understand what you say. And using jargon on such an occasion may even make you seem ridiculous. If you must use jargon in speeches to lay audiences, explain it by simple definitions and examples, or put the specialized words in a context of familiar ideas.

While we've so far related jargon to technical language, it has also come to mean circumlocution; that is, using an unnecessarily large number of words to express an idea. Sir Ernest Gowers, a distinguished British civil servant who crusaded for good English usage, called this kind of jargon "flabby verbosity." "Gobbledygook" is another word coined to reflect this meaning.

Some speakers circle around a thought instead of moving along with brief and straight talk. Taking the long way around to say something doesn't say it clearly or directly. Here's an example of what I'm talking about:

"In a searching investigation of potential methods for abatement of the hazard involved, it has been determined that there is a relatively large number of permutations and combinations of methods which can accomplish with equal effectiveness the task of hazard abatement."

The meaning is almost lost in this long sentence. A speaker can give

the message faster, simpler and clearer by cutting the sentence from 41 words to only seven and restating it as follows: "Many ways exist to reduce the danger."

### Legislating Jargon

To reduce jargon, certain actions have recently been taken or are underway in the United States. A New York state statute, known as the "Understandable Language Law," prohibits technical words and calls for everyday language in business and consumer contracts. This law has attracted nationwide attention. Several states are considering similar legislation. Similarly, Pennsylvania state law prescribes simple language in insurance policies. And numerous consumer consulting companies have been organized to help business firms clarify their language.

The plain English movement has also reached the nation's capital. President Jimmy Carter issued an executive order directing that Federal regulations be "as simple and clear as possible." An amendment of the "Truth in Lending Act" was introduced in Congress to require all consumer credit contracts throughout the country to be "clear and coherent," using words of common meaning.

These developments underscore the pitfalls of using jargon, so avoid technical words in your speeches unless you're addressing your own specialized group. Jargon as circumlocution or roundabout language should be shunned under any circumstances, because excessive and clumsy use of words blurs the meaning.

While *abstract, equivocal, emotive, slang* and *jargon* words can be roadblocks to communication, the words themselves are not the problem; it's how we use them. So, let's not think only of what those words mean to us, but of what they'll mean to those in our audiences as well.

After all, that's the only way we're going to be sure we are understood.

*Thomas Montalbo, DTM, has been a Toastmaster for over 14 years and is currently a member of the Sarasota Club 1958-47 in Sarasota, Florida. A retired financial manager for the U.S. Treasury Department in Washington, D.C., he is a frequent contributor to The Toastmaster.*

THE TOASTMASTER



Good business writing can do more than simply determine the level of your success. It can put money in your bank account.

# Your Writing Affects Your Success

by John L. Kent

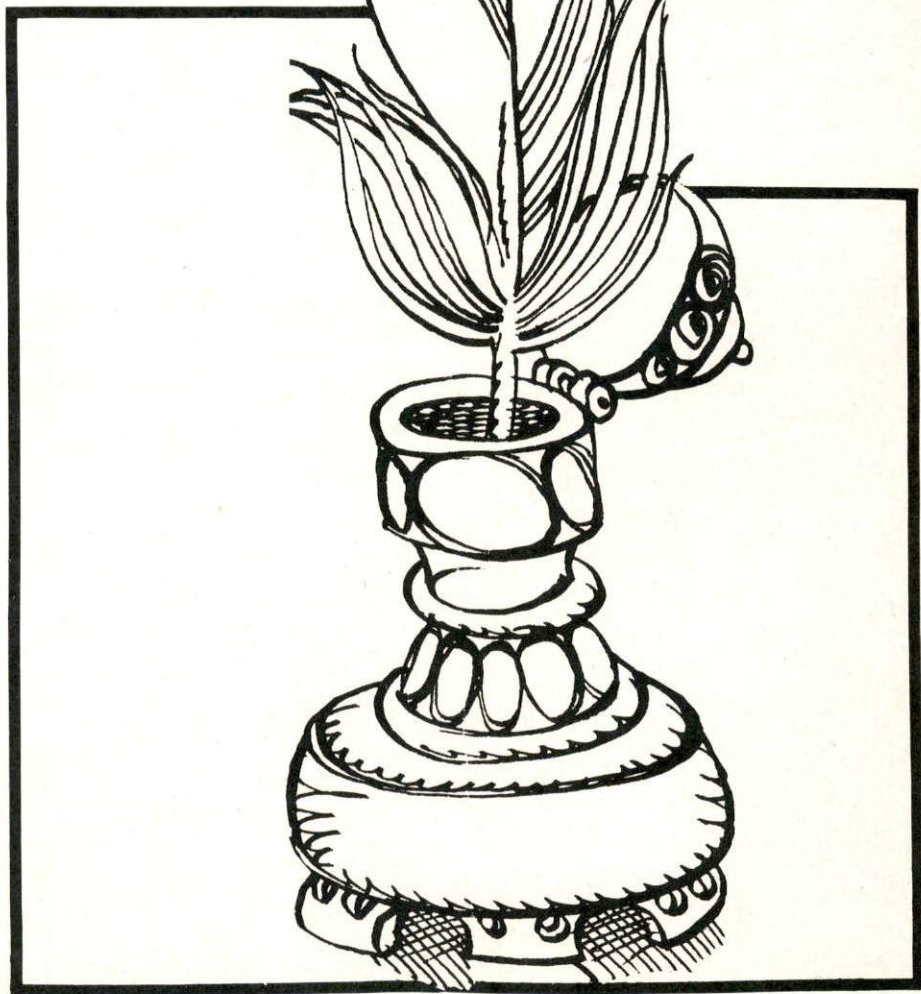
Even in our most self-satisfied moments, we must all sometimes admit (to ourselves, at least) that our success is due, to some extent, to other people. How we affect these other people — particularly through our speech and even writing — determines the level of our success. Thus, it is not too surprising that the best salesmen know how to express themselves quite effectively. They know what to say to make the prospect take the desired action — like signing on the dotted line.

The same is true of written expression. Yet, many otherwise discerning people tend to forget that in writing (as in speaking) one must consider the recipient of the message.

Thus the importance of *writing for the reader* — as most professional writers call it. In the business world, writing for the reader — whether in letters, advertising messages or even product maintenance instructions — is extremely important.

## Consider the Reader

To write well, you must consider your typical reader and write for him. The typical business reader does not care much for impeccable







Here's how to . . .

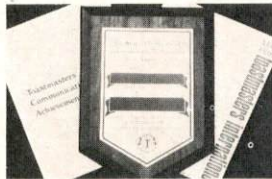
*Help . . . Share . . . Grow*

- Sponsor 15 new members this year and win a Toastmasters Tie or Ladies Brooch.
- Sponsor 10 new members and win the TI Paperweight.
- Sponsor 5 new members and receive the distinctive Toastmasters Desk Calendar.

*Help . . . Share . . . Grow* is your membership program for 1978. Consult your club administrative vice-president for details, or write: *Help . . . Share . . . Grow*, Toastmasters International, 2200 N. Grand Ave., P.O. Box 10400, Santa Ana, CA 92711 for details and contest entry form.

## NOW AVAILABLE!

Toastmasters International now has a new club-level Communication Achievement Award Package (No. 267) — and it's available now. The kit contains a handsome award plaque ready for engraving. The package also includes a complete "how to" booklet with tips on who to select, how to present the award and how to gain valuable publicity. Order the package for your club today!



*Communication Achievement Award Package (267). Contains special award plaque (engraving not included), instruction booklet, sample news release. \$15.00, plus 15% postage and handling. (California clubs add 6% sales tax.) Engraving is available for an additional charge of 8 cents per letter.*

grammar. He's interested in information, briefly and interestingly told.

You must present your material to suit *his* requirements. After all, you are writing for him — not for yourself. And unless you please him, what is the point of writing at all? Here are some of the key things you must do to accomplish that goal:

- *Write on your readers' level.* Keep your typical reader in mind as you write. All of us are specialists in certain areas and subjects. We often have a tendency to assume a greater stock of knowledge than the typical reader possesses about our specialties. Don't go over your reader's heads. For very technical information, simplify and draw analogies to everyday situations.

- *Give your reader information.* Your business reader is a serious person who reads solely for information. Not for entertainment. (Not during office hours, anyway.) Don't be "cute" or funny in your writing. Humor is a subjective thing, and your reader may not see the funny point.

- *Tell your story quickly.* Your typical reader is a busy man or woman. Give them summary-type reports. Write articles and expository matter with the "main story" up front. Hit the high spots in the first paragraph and then repeat later in detail. Unless you are writing a detailed brochure, don't dramatize — summarize. Condense the obvious.

- *Use short words.* Because of misplaced deference to convention, many empty, bookish, formalistic and legalistic words and phrases creep into our speech and writing. Most of them can be called "non-working." Cull them and substitute "action" words. Here are a few examples:

<i>Avoid</i>	<i>Use Instead</i>
with respect to . . . . .	for, about
effectuate . . . . .	carry out
ascertain . . . . .	find out, learn
for the purpose of . . . . .	for
in the nature of . . . . .	like
in view of the fact that . . . . .	since
presently . . . . .	now
along the line of . . . . .	like
subsequent to . . . . .	for, after
avail yourself . . . . .	use

Business people in technical industries in particular should use short words. In ordinary writing, shorter words can be substituted to help the reader understand. Gener-

ally, however, technical words cannot be simplified. Short words can compensate for this limitation.

- *Use short sentences.* One of the major "tricks-of-the-trade" of the professional writer is his use of short sentences. The short sentence is probably the greatest single help to understandable writing. It permits the spacing of ideas. Ideally, each sentence should be limited to one thought. As sentences become longer, relationships between words become less clear. Such sentences are harder to understand and may require re-reading. They often lead to errors in grammar. When the average length of sentences runs over 20 words, thoughts become difficult to understand.

Here is a standard in terms of words per average sentence:

- Under 10 — Easy to read
- 15 — Fairly easy
- 20 — Standard
- 25 — Difficult
- Over 30 — Very difficult

To measure the readability of your writing, pick several blocks of seven sentences at random throughout your manuscript. Average the sentence lengths of each block of seven. Then average the average of each block. A sentence of over 25 words generally can be cut into two short ones. After several long sentences, insert a short one to act as a "rest" for the reader's mind.

### Planning Is Important

The most important "key" to good writing is proper planning. Whether it's a long memo, an important letter or a report, an outline is necessary. Make an outline. It will improve the presentation of your material.

The detailed planning of a report, article or other major item of writing should not be hurried. Professional writers point out that after making an outline, the writer should temporarily forget about the writing and go on to something else. It is important that you do not write the report or article after your mind is apparently primed for it. Both psychologists and professional writers agree on the usefulness of this gimmick.

A lapse of even a few hours will help produce better written work. During the unproductive (waiting) time, your subconscious will be working on the article, report or



memo. Finally, when you sit down to write, you will find it much easier than you had anticipated.

### The Prime Movers

Although the telephone is a major "prime mover" in business communication, more and more of the world's work is done through correspondence and reports. The letters, memos, reports, proposals and agreements that you write and send out reflect on your firm. Hence the need for good writing.

If your letters are couched in 1890 language, they do an injustice not only to you, but to your firm as well. You want your letters and other written and printed communications to indicate that yours is a modern, progressive firm, managed by people who are in the forefront of the technologies of your area.

Despite some "1890-style" letters still put out by some firms, business correspondence generally has shown considerable improvement during the past 25 years. Modern letters are more direct, more concisely written, pay more attention to the desires of the reader and generally sound more genuine than the stylized pre-World War II letters.

### Quality Surveillance

Most firms still have not recognized the necessity of having a correspondence editor or annotator exercise quality surveillance of the company's letters and presentations. So each writer, if he wants to assure himself that his written output is up to standard, will have to criticize his writing on his own. (It is a good idea to give your secretary encouragement to criticize your letters. It may not do much for your ego, but after all, two heads are. . .)

Every letter you write should be:

- Helpful
- Courteous
- Friendly
- Brief

In addition, any letter that will run more than one page should be planned — outlined, at least mentally, if the "story" you plan to tell is simple. For detailed letters on complicated matters a written outline (or at least a rough draft) is highly desirable.

Astute businessmen have long recognized as truth the advertising cliché of quality printing establishments that "your printed message is you." Anything written by you or printed with you or your firm's

name on it — from a business card to a fancy sales brochure — reflects on you and your firm.

If the message is poorly presented or difficult to understand, you have shortchanged yourself. Good writing is also part of the "know-how" that your employer is buying with the periodic paychecks you get. Your writing does affect other people, and thus affects your personal and business success.

Any improvement you make is money in the bank. ■

*John L. Kent is a professional writer and author of several books and articles on writing improvement. A former corporate communications director for two large electronics and space firms in Los Angeles, he has been director of the American Industrial Writing Institute since 1955 and taught writing improvement techniques to business managers and engineers at Annapolis, UCLA, the University of Wisconsin and the Western Industrial Writing Institute.*

# A MASTER SPEAKER SHARES HIS SECRETS

He is the only living student of the late Professor Shaftsbury, noted instructor of Winston Churchill, Franklin Roosevelt, and others. He was a colleague of the late Maxwell Maltz (Psycho-cybernetics). And, today, he thrills audiences throughout the world with his oratory, always speaking without a microphone.

Perhaps you have already guessed his name, Dr. George T. Hall. If you have been lucky enough to attend one of his appearances, you know he is truly one of the world's master speakers. Now, through the medium of cassette tape, Dr. Hall will share with you the secrets of his technique:

- Speaking with discipline on three cardinal points.

- Thinking unconsciously by breathing.
- The most successful and powerful letter in speech.
- Let people hear you.
- Projecting your conviction of rightness.
- The structure of speech.
- Talking with the hands.
- Speech confidence attracts listeners.

These subjects are all part of Dr. Hall's four-cassette album, "Master Public Speaking," an intensive eight-week, study course of "Spaced Repetitive Learning" — the kind of instruction no serious student of speech can afford to miss. Send for your four-cassette album now. It's lessons are so profound that just listening will improve your speaking.



1324 NORTH 22ND AVENUE / BOX 6940  
PHOENIX, ARIZONA 85005 / (602) 257-1880

**YES,** I'd like to have Dr. Hall's four-cassette album, "Master Public Speaking" for just \$45.00.

I AM MAKING PAYMENT BY:  
 CHECK  VISA  MC  AX

CARD # \_\_\_\_\_

NAME \_\_\_\_\_

EXPIRES \_\_\_\_\_

ADDRESS \_\_\_\_\_

SIGNATURE \_\_\_\_\_

CITY \_\_\_\_\_ STATE \_\_\_\_\_ ZIP \_\_\_\_\_

FOR QUICK SHIPMENT, CALL TOLL FREE **800/528-5341** AND USE YOUR BANK CARD NUMBER.



# People

## Mississippi TM Named Top U.S. Flight Instructor

*Pascagoula, MS* — Over the past few years, there have been numerous examples of Toastmasters whose involvement with the organization has had something to do with whatever future success they may have enjoyed. When you think about it, that may be one of Toastmasters biggest selling points.

At least, according to Obie S. Young.

Obie, a member and administrative vice-president of the Jackson County Club 1871-29 in Pascagoula, Mississippi, was recently named "Flight Instructor of the Year" in a selection conducted by the aviation industry and associations with the cooperation of the Federal Aviation Administration.

The Director of Flight Training for Gulf Coast Aircraft Sales, Inc., Obie's recognition stems from a slide presentation he developed to train students for initial cross-country work. Using slides of chart excerpts, checkpoints and airports as seen from the air, this presentation enables flight instructors to better explain basic navigation to their students, thereby saving time and money.

A member of District 29's Community Relations Committee, Obie has also given numerous presentations concerning flying as a member of the organization's speakers bureau. He is very active in promoting aviation safety and development, serving as Accident Prevention Counselor for the past three years, and, last year, logged 844 instructional hours, recommending 15 students for certification.

Congratulations, Obie! ■

---

*AT THE CONTROLS* — Obie S. Young, a member and administrative vice-president of the Jackson County Club 1871-29 in Pascagoula, Mississippi, was recently named "Flight Instructor of the Year" by the aviation industry. The recognition came as a result of Mr. Young's development of a slide presentation with which to train students for initial cross-country flying.







HONORARY MEMBER — Bill Renner (left, standing), president of the Alcoa Corporation in Pittsburgh, Pennsylvania, receives a certificate making him an honorary member of all three Alcoa Toastmasters clubs from Past District 13 Governor Vince DeGeorge, DTM. The presentation was made at a demonstration meeting put on by the three clubs for members of Alcoa management. "Attending this meeting was a great experience," Renner told the group. "It gave me firsthand knowledge of what happens at your meetings — and I can see how great this experience is in helping people present their ideas in a poised and skillful manner. I think that more Alcoans should take advantage of the opportunities offered by membership in Toastmasters." (Also pictured are, from l to r: Warren Hauptin, president of the Alcoa Technical Center Club 1729-13; Barbara Geyer, president of the Alcoa Club 1092-13; and William Buckley, president of the Allegheny Center Club 640-13.)

## Wenk Keeps Walking . . . and Walking . . . to Defend Title

Irvine, CA — Doesn't it seem that, to some people, winning becomes almost habitual? Take Otto Wenk, ATM, for instance.

For those of you who keep back issues of *The Toastmaster* you may remember that, in our October 1976 issue, we reported on Otto's winning the 5,000-meter walk and a gold medal in the Seventh Annual Senior Olympics at the University of California at Irvine. Then 62, Otto missed the record for that walk by only 37 seconds.

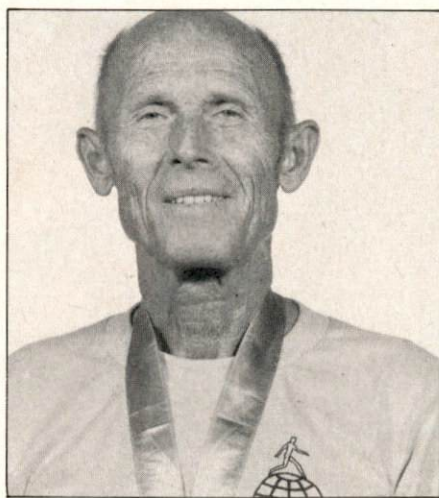
Well, like fine wine, it seems that age has somewhat mellowed the now 64-year-old Wenk, a past District 64 governor and still a member of the Little Rock Club 1140-43 in Little Rock, Arkansas.

Otto again entered (and won!) the 5,000-meter walk in 1977, this time clipping almost two minutes off the

previous record. He also finished second in the 10,000-meter walk.

So what did Otto do at this year's Senior Olympics? Late word in from the *Arkansas Gazette* reports that Otto again successfully defended his 5,000-meter walk title. All he did was establish another record for the 10,000-meter walk!

Some guys never know when to quit! ■



THE CHAMP — Otto Wenk, past District 64 governor and a member of the Little Rock Club 1140-43 in Little Rock, Arkansas, successfully defended his 5,000-meter walking title and set a new record for the 10,000-meter walk at the recent International Senior Olympics. The games were held on the campus of the University of California at Irvine.

## Legendary "Hobo King" Said to Have Been a Toastmaster

Findlay, OH — For the past couple of years, *The Toastmaster*, through its

"Profile" section, has been introducing its readers to prominent people who once were or still are active members of Toastmasters International. During this time, we've spotlighted such diverse personalities as Charles Luce, James Lovell and Gene Severs. But it seems we've missed one: Steam Train Maury Graham.

Who's Steam Train Maury Graham? We didn't know either, until we received a letter from Ted Romig, ATM, telling us about an article on Steam Train that appeared in the May 1978 issue of *Reader's Digest*. The article was written by a Randall S. Peffer and is called — are you ready? — "In Search of the Hobo King."

Yes, that's right. Steam Train Maury Graham is known as the "Hobo King." And, at least according to Mr. Romig, was once a member of his club, Old Mill Stream 1563-28 in Findlay, Ohio.

"At the time I became a member," writes Romig, "many tales were related about when Maury was a member. In fact, I am not sure if any who were members at that time are still affiliated with Toastmasters. From the accounts I remember, it was apparent that Maury was not only a good speaker and quite interesting, but was also a delightful associate."

According to Romig, Graham, described by *Reader's Digest* as a "Kris Kringle with a limp," came to Findlay to follow his trade, which was masonry. "It was said that he was one of the best of his trade," says Romig. "I don't know how long he was in Findlay, but after he had apparently accumulated enough money to support himself for some time to come, the urge to travel took over and he was gone."

Where is Steam Train now? No one seems to know for sure, says Randall Peffer in the *Reader's Digest* article that describes the author's search for and ultimate find of the legendary Hobo King.

"Tracking down the Hobo King was like stalking Santa Claus," writes Peffer. "It allowed me the rare luxury of believing in a myth as big as Paul Bunyan and Johnny Appleseed. Imagine — an American king in rags roaming the broad Republic!"

Do you suppose he's looking for another Toastmasters club? ■



Those who read the official report of last month's Annual Business Meeting in Vancouver will learn a number of things, perhaps the most important being that Hubert E. Dobson, DTM, was unanimously elected as the 48th President of Toastmasters International. But this kind of dry, statistical reporting obviously leaves much to be desired. And those who have followed "Dobby's" career over the past few years will tell you there's more to the story than that.

For Hubert Dobson, this was the realization of a lifelong dream — a chance to, as his Presidential theme for 1978-79 says, "help people help themselves." A job for which he is exceptionally qualified. Just consider his credentials:

- Manager of Training and Development for FMC Chemical Group in South Charleston, West Virginia.
- President of Training and Development Associates, his own "human resources development" consulting firm.
- Lecturer and instructor for a number of college and adult education programs.

The list is endless. But even with all of this, Dobby still manages to find time for three Toastmasters clubs (Chemical City 287-40, South Charleston 1528-40 and H.E. Dobson 2005-40, the First Presbyterian Church and, of course, his wife Helen, who just also happens to be a Toastmaster (and District 40's Division "D" Lieutenant Governor)!

That, then, is a short profile of the man who was chosen to lead Toastmasters over the course of the next year. What does he hope to accomplish? And how? In this recent interview with *The Toastmaster*, President Dobson gave us his thoughts on the upcoming year . . . and what it has in store for all of us. We thought you'd be interested in seeing what he had to say.

**THE TOASTMASTER:** Dobby, you've chosen a familiar theme for your 1978-79 Presidential year: "Helping People Help Themselves." While it's certainly not a new concept to anyone who has been involved with Toastmasters over the years, it is, nevertheless, one of the most interesting. Why "Helping People Help Themselves"?



He  
we  
m  
fo  
en  
fo  
ab  
yo  
me  
try  
wi  
th  
th  
ar  
he  
de  
  
so  
pr  
ab  
fie  
ha  
vis  
me  
be  
an  
SE



# Hubert E. Dobson:

# Helping People Help Themselves

**HUBERT DOBSON:** Frankly, there were several sources that influenced my choice of this theme. There are, for example, many biblical references that have a similar ring. Our founder, Dr. Ralph Smedley, wrote about the importance of helping yourself by helping others. The most successful managers in industry and business are generally those who give high priority to developing the talents of their employees. And the best coaches in the sports arena are usually those who effectively help players help themselves to develop their talents.

But the idea really came to me some years ago when I was asked to present an educational program about Toastmasters. Working in the field of training and development had taught me the value of using visual aids, so I began to use a message on fabric boards that could be placed in front of my audience and easily divided into individual

words or phrases as I spoke. That message was "Toastmasters is . . . Helping People Help Themselves Develop Their Talents to Help Others." Something remarkable happened, though. I found the greatest impact of that message was on myself. As a result, I adopted it as a personal creed and have since used it not only in Toastmasters, but in all my other activities as well. It represents an endless cycle of people development. And to me, that's what Toastmasters is all about.

**TM:** How can we "help people help themselves"?

**DOBSON:** Very simply. The Toastmasters club offers a great opportunity to apply this theme, since the program is designed to guide and evaluate individual efforts. Members are, in fact, offering help to their fellow man by extending an invitation to a club meeting. The

program format itself is also a helping process, especially the evaluation part of it. You have to remember that appraisal of our day-to-day activities just doesn't happen, so many fail to progress in their jobs or social lives simply because they do not recognize their faults or weaknesses.

Psychologically, the word "help" is an emotional hot button — like love, security, hope. People are quick to respond to an offer of help or to a request to give help to others. The connotation of helping people help themselves tends to give added meaning and value to the purpose of Toastmasters.

**TM:** When did you first join Toastmasters? And why?

**DOBSON:** It was in 1952. At the time I was employed as a personnel manager and had a strong desire to learn how to speak more effectively because of the many company and community speaking opportunities available to me. But, as with most people, my butterflies gave me nausea. My father was also a very fine speaker, and this was naturally a big influence.

I was living in Hoopston, Illinois, and, interestingly enough, our local paper carried weekly news articles about a Toastmasters club in Danville, our neighboring city. The club was the Uncle Joe Cannon Club 127-54. I knew one of the members and received an invitation to attend. And after sitting through the first meeting, I knew I wanted to join.

**TM:** So you did?

**DOBSON:** No, I was told it would be necessary to attend three meetings before the members would vote on my application. And let me tell you, the anxiety of becoming a member was so great that there were many sleepless nights over the next three weeks. I was afraid something might go wrong and the club would not accept my application. But they did. I later had the privilege of serving in all of the club offices, including as the club's president in 1956.

**TM:** Has the organization changed much since then?

**DOBSON:** There have been some organizational changes over the years, there's no question about it.



But the most significant difference I've seen is the awareness about Toastmasters, and its purpose and values. The amount of information reaching the members through an improved administrative structure and a first-class monthly magazine has helped improve this greatly.

I also think that the updated educational materials now in use, and the new ones in process, are expanding the self-development opportunities for our members like never before. Today we have structured training programs for specific officer roles in leadership and marketing, offering training comparable to that being offered in industry and business. The growing ratio of associated clubs reflects the acceptance — and value — placed on these educational materials throughout the business world.

**TM:** Do you think these changes have caused us to lose sight of some of the original goals of Dr. Smedley?

**DOBSON:** Not at all. The primary goal is still to provide growth in the member's ability to communicate effectively. But to meet our purpose of high quality education for our members, we must continually search for ways to update and upgrade our materials. And we have moved out in front in recent years with the modified *Communication and Leadership* manual. Furthermore, we will be introducing other manual and program innovations this year in an effort to further enhance the self-development opportunities available to our members.

**TM:** We assume you're talking about the new Advanced Communication and Leadership Program, which becomes effective September 1 (see page 19). What first prompted the Board to consider such a project?

**DOBSON:** There were two major considerations prompting this new approach to the advanced program. First, we felt there was a great need for a program that would provide our members with the specific techniques and skills they would need to make it in today's competitive world of ours. Second, we haven't had as many members going into the advanced program as we would have liked. And this was bothering us. We knew that the basic manual pro-

vided us with an excellent foundation on which to build communicators of the highest caliber. But there was a lot to be said for our advanced program, too. It was felt that if our members could achieve greater personal growth in an advanced program by concentrating on specialty techniques of their choice, more would become involved. And I'm pleased to say that, from all indications, that is going to be true.

**TM:** How will the new program work?

**DOBSON:** The new program will comprise a series of five separate manuals, each containing five specialty-type projects. After completing the basic manual, a member may select any three of the five advanced series to complete the required 15 projects for ATM recognition. Of course, any member may complete all 25 projects if desired, providing he or she purchase the other two. And at the cost of a dollar, I can't see many passing up the opportunity.

**TM:** TI also plans to introduce the Leadership Program in the near future. This is of special pride to you, isn't it?

**DOBSON:** Yes. I've long encouraged the addition of leadership skill development materials for the club and district programs. The first such program covers "Conference Leadership" and will be available in 1979 for purchase and use by clubs and districts. The module will include a leader's guide and workbooks for members. A total of ten modules, each dealing with the broad spectrum of leadership projects, is expected to be developed over a period of years. Of course, all such programs may be used at the option of the clubs and districts for training and education.

**TM:** On the whole, then, we take it you're pretty happy with Toastmasters' present educational program.

**DOBSON:** On the whole, yes. I think we have the finest self-development materials available anywhere. But there is always room for improvement. To me, our area of greatest need today is in the application and use of our exceptional

educational and training materials.

**TM:** In what way?

**DOBSON:** The Distinguished Club Plan, for example, is not only a tool for managing the club, it is also an exceptional learning device. Fortunately, more and more clubs are starting to use it. And they should. The principles are based on typical "Management By Objectives" programs, which most successful businesses use.

The club officer training program like the DCP, is a vital tool for effective club operation, but its use at area levels needs to be strengthened. What I'm trying to say is that I would like to see clubs, areas and districts strengthen the use of the excellent management and educational materials we now have available. Not only are these tools a bridge to successful club operation, but they are also a key link to the self-development and personal growth each member is striving for.

**TM:** In looking over your "outline of programs and goals" for the coming year, you can't help but be impressed with some of the things you will be trying to accomplish, especially in membership, clubs and retention. All are rather lofty growth goals. You obviously think it is possible to reach them. But how?

**DOBSON:** To me, growth is essential if we are to adequately serve a waiting, needy population. But my concern is not just how big we can grow, but how we can help more people improve their communication and leadership skills.

There are three ways in which we can grow, all of which contribute to organizational growth and to our total effectiveness: through membership growth within existing clubs; through the formation of new clubs; and through the retention of existing members, particularly the retention of clubs.

Accomplishing these growth goals is dependent, in large measure, on the efforts of our club and district officers to meet their specific goals. I'm proud of the desire, commitment, willingness and dedication of our officers, and really believe that each will put forth their best effort to serve and build membership in their clubs and districts. Each has



## Introducing the New AC & L Program...

Those of you who will have completed your *Communication and Leadership* manual and been awarded your CTM as of September 1, 1978, are in for an exciting surprise!

It's Toastmasters International's new *Advanced Communication and Leadership Program*.

How will this new program work?

Instead of the existing single *Advanced Communication and Leadership* manual, you will receive a set of *three* new manuals, each containing *five* projects that focus on particular aspects of communication and leadership. As in the past, you will still be required to complete 15 projects in any order toward your ATM. The title of the first three manuals in this new *Advanced Communication and Leadership Program* are:

- "The Entertaining Speaker"

- "Speaking to Inform"
- "Public Relations"

Next spring (1979), two more manuals will be added to the program:

- "The Conference Leader"
- "Specialty Speeches"

Upon publication of these last two manuals, the Toastmaster about to begin the advanced program will receive *three out of the five manuals* according to his or her selection and personal interests. The additional two manuals may be purchased if so desired (\$1.00 per manual).

What about the Toastmaster who has already completed several projects in the old *Advanced Communication and Leadership* manual?

You have the option of continuing the project series in the old manual or purchasing any one (or all) of the *available* new manuals and completing those projects of most interest to you to fulfill the 15-project requirement.

Remember: These manuals will become available September 1. Watch for them. ■

been trained to perform a job. And all have access to many proven building blocks — including Speechcraft, Youth Leadership, our various promotion programs and, of course, assistance from their local directors, officers and our World Headquarters staff.

In addition, I'm pleased to say that I shall be making a number of Presidential visits this year intended primarily to help districts reach corporate leaders to encourage use and support of the program, and to pursue various media for increased publicity and promotion. Of course, I also plan to use my background in the training field to present our program to business leaders, management specialists and associations.

And finally, we shall continue to focus on the international market for growth potential. While there is no specific numerical goal for this growth, my goal is to encourage and promote new clubs in countries not

yet represented, as well as promote continued growth in those countries in which we are.

**TM:** What about our future growth? Do you agree that the future of Toastmasters International lies in the associated clubs rather than the community clubs?

**DOBSON:** Our future growth will undoubtedly be influenced more through associated clubs in companies and organizations. During the past five years, associated clubs have comprised about 50 percent of our new club growth. Working in the industrial and business training environment, I have seen and experienced a dramatic move by large and small businesses to structure company training programs. Two major events have influenced this movement. One is the advent of equal employment opportunity laws and OSHA (Occupational Safety

and Health Act). The other is the result of social changes and a heavy influx of younger people into the labor market. These factors make it essential for industry and business to provide in-house training programs.

**TM:** Why did Hubert Dobson want to become President of Toastmasters International?

**DOBSON:** It sounds trite, but I dreamed about reaching this pinnacle for a long time. I felt a deep commitment to work toward the betterment of Toastmasters, and to help extend our program to reach and serve more people. The immeasurable gains for me have been many, and there is a compelling urge to return something — to share something — with others. I really wanted to be President and put into further practice my creed of helping people help themselves develop their talents so they, in turn, could help others.

On the other hand, I know that no one reaches this role alone. While it takes personal courage and desire, the help and encouragement of others are equally important. The influence of many Toastmasters, and the encouragement of my family and employer, has been a great stimulus. In the final analysis, I see myself in the role first because of desire and, second, because of the help others have given. Perhaps you could say this is an example of what happens when you help people help themselves.

**TM:** Dobby, one last question. If you could read next August's year-end report describing President Hubert Dobson's year in office, what would you like it to say?

**DOBSON:** I would hope it would say that Toastmasters has just completed the greatest growth year in its history; that we have added a new image as "people builders" by helping to shape the lives of thousands through Toastmasters; and that, in some small way, I will have performed a worthwhile service to the organization and its members. That is what I'm working toward. That is what I want for Toastmasters.

**TM:** Thank you, Mr. President. ■



# 1977-78 International Hall of Fame

## International Speech Contest Winners

**REGION I**  
M. Peter Chan  
49ers 1230-39  
Sacramento, California

**REGION II**  
Jeff Young  
Glendale 1 8-52  
Glendale, California

**REGION III**  
Donald W. Reynolds, Jr.  
Tulsa 148-16  
Tulsa, Oklahoma

**REGION IV**  
Glenn Hagel  
Big Country 3418-42  
Moose Jaw, Sask., Canada

**REGION V**  
Harlan Crouch  
Lincoln Douglas 1196-54  
Canton, Illinois

**REGION VI**  
Denis Rowledge  
Port Credit 1474-60  
Port Credit, Ont., Canada

**REGION VII**  
Gary Wheeler  
North Arundel 3442-18  
Linthicum, Maryland

**REGION VIII**  
Michael Aun, II  
7 A.M. 3391-58  
Columbia, South Carolina

**OVERSEAS**  
Jerry O'Donovan  
Parramatta 2274-70  
Parramatta, N.S.W., Australia

## Taped Speech Contest Winners

### International

- |                         |                            |                            |
|-------------------------|----------------------------|----------------------------|
| 1. SUSAN COWLES         | Oxford Speakers<br>3297-71 | Oxford, England            |
| 2. B.E.J. GARMESON      | CIS<br>Johannesburg 1150-U | Johannesburg, South Africa |
| 3. DR. CARL F. ALBRECHT | Table Bay<br>2232-U        | Cape Town, South Africa    |

### French

- |                  |                                     |                          |
|------------------|-------------------------------------|--------------------------|
| PIERRE A. SAVAGE | Club Toastmasters<br>Olympia 721-61 | Montreal, Quebec, Canada |
|------------------|-------------------------------------|--------------------------|

### Spanish

- |                   |  |                     |
|-------------------|--|---------------------|
| RAFAEL A. RAMIREZ | Toastmasters de<br>Guadalajara A.C. 1828-U | Guadalajara, Mexico |
|-------------------|--|---------------------|

## President's Distinguished Districts

**DISTRICT 3**  
George M. Barnett, ATM

**DISTRICT 4**  
Robert Neargarder, DTM

**DISTRICT 21**  
John F. Noonan, DTM

**DISTRICT 49**  
William E. Verdier, DTM

**DISTRICT 63**  
B. Jack McKinney, DTM

**DISTRICT 64**  
Robert B. Leathwood, DTM

## Distinguished Districts

**FOUNDER'S DISTRICT**  
Howard R. Clark, DTM

**DISTRICT 1**  
Vern Beckner, DTM

**DISTRICT 5**  
Norris S. Bernard, DTM

**DISTRICT 7**  
Ron Kalina, ATM

**DISTRICT 9**  
Chuck Shaw, ATM

**DISTRICT 13**  
Vincent DeGeorge, DTM

**DISTRICT 15**  
Bernard J. Sabato, ATM

**DISTRICT 16**  
George Porter, DTM

**DISTRICT 17**  
Robert G. Scott, ATM

**DISTRICT 18**  
Theodore C. Wood, DTM

**DISTRICT 20**  
Gary W. Moran, ATM

**DISTRICT 23**  
Dennis W. Roberts, DTM

**DISTRICT 24**  
Phillip E. Morrison, DTM

**DISTRICT 25**  
William R. Dodds

**DISTRICT 31**  
Howard L. Rivenson

**DISTRICT 33**  
Joseph G. Giuffre, ATM

**DISTRICT 36**  
Bennie E. Bough, DTM

**DISTRICT 39**  
John Sinelio, DTM

**DISTRICT 40**  
Carl A. Johnson, DTM

**DISTRICT 42**  
Neil R. Wilkinson, DTM

**DISTRICT 47**  
R. Floyd Sewell, DTM

**DISTRICT 52**  
P.H. Kittredge, DTM

**DISTRICT 56**  
W. Frank Hester, DTM

**DISTRICT 57**  
Lea D. Zajac, ATM

**DISTRICT 58**  
Phillip R. Noe, ATM

**DISTRICT 60**  
Stan Peck

**DISTRICT 72**  
Roger Pitchforth, ATM



# President's Top 10 Distinguished Clubs

ROCKWELL-ANAHEIM BICENTENNIAL CLUB	3798-F	Anaheim, California
VOICE OF MOTOROLA CLUB	2083-3	Scottsdale, Arizona
PARK CENTRAL CLUB	3527-3	Phoenix, Arizona
AEROSPACE CLUB	3368-14	Robins Air Force Base, Georgia
CONOMA CLUB	454-16	Oklahoma City, Oklahoma

GOLD MINE CLUB	241-37	Concord/Kannapolis, North Carolina
ORLANDO CLUB	1066-47	Orlando, Florida
POMPANO BEACH CLUB	3003-47	Pompano Beach, Florida
TUESDAY TOASTERS	3004-63	Kingsport, Tennessee
AUCKLAND CLUB	3593-72	Auckland, New Zealand

## Top 10 District Bulletins

THE FOUNDER Founder's District Mary C. Lee, Editor	RIO GRANDE CORREO District 23 Dennis W. Roberts, DTM, Editor
THE ROADRUNNER District 3 Laird W. Van Gorder, Editor	NATIONAL CAPITAL COMMUNICATOR District 36 Kay Frankhauser, Editor
THE FOURCASTER District 4 Guy V. Ferry, DTM, Editor	FORTY SUCCESS TIMES District 40 Randall Reeder, DTM, Editor
THE OKLAHOMA TOASTMASTER District 16 Marcia Ann Budgick, Editor	THE SUNSHINER District 47 Dave Montgomery, Editor
DISTRICT NINETEEN TOASTMASTERS District 19 Neil Longseth, DTM, Editor	FORUM 56 District 56 Dolores Spencer, Editor

## Top 10 Club Bulletins

CITATION Park Central Club 3527-3 Jules I. Firetag, Editor	TOAST OF THE TOWER Silvertones Club 3559-30 Louis Kiriazis, DTM, Editor
PODIUM First Family Club 3256-6 Steve Gartner, Editor	NORTHERN NUGGET Northern Lights Club 489-42 Ron Chapman, DTM, Editor
THE INVIGORATOR Twilight Club 3183-14 Martha Sweeny, Editor	THE COMMUNICATOR Ft. Myers Club 1702-47 Robert Martin, DTM, Editor
MAGIC MIRROR Magic Empire Club 652-16 Thomas Reed, ATM, Editor	THE HELSMAN Helsman Club 2522-47 Salvatore J. Lucido, Editor
THE VOICE Irving Club 3365-25 Jim Holder, Editor	KALORI Karingal Club 1665-70 Malcolm Murray, Editor

## Outstanding Toastmaster of the Year

Mary C. Lee	D- F	Fred Andes, ATM	D-31
Varda R. Murrell	D- 1	Robert Erckert, ATM	D-32
James W. Cummings	D- 2	Claire La Plante	D-35
Robert J. Pultz	D- 3	Victor Piatt, ATM	D-36
Elaine Bennett Hill	D- 4	Chuck Hora	D-37
Les Stubbs	D- 5	Irving Lass	D-38
Gayle Willey	D- 6	Jack White, DTM	D-39
Kevin Rivers, ATM	D- 7	Randall Reeder, DTM	D-40
Eugene E. Tesreau, DTM	D- 8	Don Ehlers, ATM	D-41
John A. Pritchett, ATM	D- 9	Harold C. Bickel, ATM	D-42
Harry Murray, ATM	D-11	James A. Rahming, DTM	D-47
Julius Marinaro	D-13	Jose R.S. Romero	D-49
Wayne Strickland, ATM	D-14	Maurice L. La Rose, ATM	D-52
Bill Murray	D-15	James Seale	D-53
Frank L. Slane	D-16	Rev. John F. Deal, ATM	D-54
Robert E. Rightmire	D-17	Jack Brooks	D-56
Bruce W. Masland, DTM	D-18	Ernie Caine	D-57
John Cazanias	D-19	Dr. Tom Francis, DTM	D-60
Clifford E. Smith, ATM	D-20	Richard C. Jones	D-62
Al Koyko, DTM	D-21	Joe Lane	D-63
Charles T. Scard	D-22	Grant Wilcox	D-64
Robert H. Thomas, ATM	D-23	Edward Koval	D-65
Jeanie Keller	D-24	William F. Fink, Jr., ATM	D-66
Jerry B. Smith	D-25	Arthur Gorrie, ATM	D-69
Lou Garone, ATM	D-26	Paul Stuck	D-71
Ginnye Houser	D-28	Ken Haines	D-72
Ted Peaden, ATM	D-29		

## Area Governor of the Year

D. Adele Stagner	D- F	William I. Cordell	D-29
Mary Ann Beckner, ATM	D- 1	George C. Schmidt, III	D-31
George Beckim	D- 2	Paul R. Irmiler, ATM	D-32
Fredrick J. Bryant, ATM	D- 3	Robert Hinz	D-35
Robin Kamradt	D- 4	Mary Olds, ATM	D-36
John Stark, DTM	D- 5	Robert Ambrose, ATM	D-38
Medard Kaisershot, DTM	D- 6	Herbert Yarbrough, ATM	D-39
Brian Bankman, ATM	D- 7	Helen Dobson, ATM	D-40
Harry Pleis	D- 8	Dale Herrmann	D-41
D. Roy Richards, Jr.	D- 9	Jim Wells	D-42
Joe Grytko, ATM	D-11	Sonny Dixon, ATM	D-47
Henry Lese, ATM	D-13	Richard A. Herrmann	D-49
Juan Fuentes, ATM	D-15	Harriet Atwood	D-52
Lynette Brandes	D-16	Jamil Siddiqui	D-53
Grace Porter, ATM	D-17	Larry Newbanks, ATM	D-54
Charles H. Rust, Ph.D.	D-18	Louis F. Parker, ATM	
Albert J. Jones, ATM	D-19	Steve Goldenberg, ATM	D-56
William F. Moffatt	D-20	Jean McDonald	D-57
John Olsrud	D-21	Dick Flis	D-60
Rick Lloyd	D-22	Wayne Armbrister	D-63
Capt. John Kinde	D-23	A.P. Meier	D-64
Dr. John Hendricks		Davis Frederiksen, ATM	D-65
Bob Garber	D-24	Margaret D. Jamieson	D-66
Bill Soss	D-25	Glenn J. Snyder	
Leo Curtis, DTM	D-26	Ruth Cowen	D-69
Lee Allen	D-28	Leslie J. Hewett	D-72
David Pierre Wesenberg			



---

# How to...

---

*Can you meet the special challenges of a bureau speech?*

## How to Handle the Bureau Speech

by Kim V. Titus

**H**ave you ever sat through an evening when you were made very uneasy by a speaker obviously uncomfortable with his presentation? The words and phrases were noticeably foreign to him. And you both probably sighed with relief when it was finally over.

The evening belonged to the speaker, but the speech belonged to some writer. Unfortunately, the writer, putting typewriter to paper, was locked away with a pot of coffee in an environment totally different from the actual speaking situation.

Worse yet, have you ever been that bureau speaker?

Bureaus are great devices by which many speakers delivering the same material can make an organization's message personal. Many business and community organizations make good use of bureaus. But, for the individual speaker, a bureau speech offers some special challenges.

### A Matter of Style

While most speechwriters understand the difference between written and spoken styles, none can write for all the different speaking styles in a bureau. A writer will usually write a speech in his own style. (After all, that's the one he knows best!) Or he consciously

writes devoid of style to fit anyone.

Specifically, the all-purpose bureau speech is not written for a single event. The introduction was not written to fit your audience, your evening, your podium or the unexpected circumstances that might surround your arrival at the gathering.

I have been both places. Once, at the same time. I had just finished a new bureau speech one afternoon for a premier presentation the next night. Through a strange turn of events, shortly before the speech was to be given, I was asked to step in for the speaker. No time for rehearsal, practice or even a second reading. But, no worry. After all, I had written it. The speech was in a style comfortable to me. Every word had been approved by all the layers of management above me. I would deliver the speech just as written.

Or so I thought!

The evening arrived, just as I had at the appointed restaurant. Events changed, dinner ran late, last month's speaker spoke before me. Close to 9:00 p.m., I stepped to the lectern and delivered the speech just as written. (And I bet the retired officers in my audience were wishing they could retire for the evening!) I could tell I bombed when I opened and closed the question period in the same breath.

"What went wrong?" I later asked myself. After a brief period of self-analysis, I finally came upon one conclusion: A thinking bureau speaker would have severely edited his remarks during the first presentation, made a short presentation and given his audience a pleasant evening and a more effective presentation.

I no longer expect every word to read just as I wrote it. For sure, I don't read every one myself. But several areas must be remembered in the bureau speech. They are *content, commitment and personalization.*

### It's All Yours

Content and organization are usually not the worry of the bureau speaker. Companies, clubs and community organizations have certain things they want accomplished by the bureau speech. Sometimes they even want things said in a certain way. That is why a suggested text prepared for you. However, the content of a speech will ultimately affect your presentation of it. Ask to have the sensitive areas pointed out so you know what has to stay. They make a few changes to make the speech yours. A speech is the most personal form of public communication. Unlike a canned message on film, tape or videotape, a speech is ultimately yours.

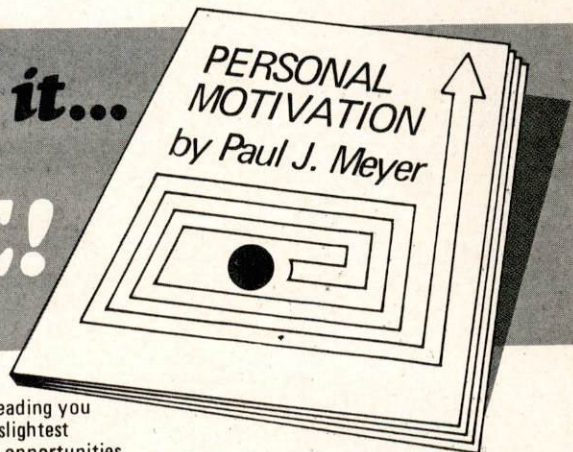
Through your own words you must demonstrate your commitment to your subject and your audience. Perhaps you are a volunteer speaker for a community group. Speaking for your company might be above and beyond your normal responsibilities. A humble mention of this in your presentation shows your audience a certain dedication — both to your topic and to them. Perhaps you've spent that day working as an engineer, and you've chosen to spend your evening with them because you want them to know something about your company. They are important. That's quite flattering to any group.

More than flattery, who you are



# THIS BOOKLET COULD HOLD THE ANSWER TO YOUR FUTURE SUCCESS...

send for it...  
it's  
**FREE!**



Do you feel your present job may be leading you down a dead end street? If there's the slightest doubt in your mind about your future opportunities in your present job, you owe it to yourself to send for our booklet on "Personal Motivation."

This booklet outlines the remarkable concept and philosophy of SMI, a pioneer and leader in the knowledge/education/communication industry.

The message has been an inspiration to thousands. After reading the booklet, you, too, will begin to realize the vast untapped potential and possibilities for accomplishments that lie dormant within your own being.

With the booklet you'll receive information which outlines the business opportunity available to you at SMI. The booklet tells about SMI's continuing

efforts to provide their Distributors and Salesmen with the best products... the best training and sales promotion... and the best advertising and public relations support. The booklet further describes the financial rewards that can be yours as a Distributor for SMI.

**SOUND TOO GOOD TO BE TRUE?** Find out for yourself. Send for your free copy of "Personal Motivation" and information about the Business Opportunity. There's absolutely no obligation.

**SMI** SMI, Inc.  
Paul J. Meyer, President  
Box 7614, Waco, Texas 76710

CLIP THE COUPON BELOW AND MAIL TODAY!

TM4-8

**SMI** SMI, Inc.  
Paul J. Meyer, President  
Box 7614, Waco, Texas 76710

Please send me without cost or obligation a copy of the booklet, "Personal Motivation", and information about the Business Opportunity.

Name \_\_\_\_\_  
 Phone \_\_\_\_\_ Area Code \_\_\_\_\_ Bus. Phone \_\_\_\_\_  
 Address \_\_\_\_\_  
 City \_\_\_\_\_  
 State \_\_\_\_\_ Zip code \_\_\_\_\_

point, they'll remember it. If it makes a speech more yours without detracting from the designed message, use it.

Finally, rehearse the speech. A bureau speech is little different from any other. It needs reading and rehearsal to be presented well.

A speakers bureau speech may be among the most difficult to deliver effectively. With the interjection of

commitment and personality — and the excellent presentation that is synonymous with Toastmasters — it can be one of the best. ■

Kim V. Titus is a member of the Downtowners Club 3663-25 in Dallas, Texas. A past president of the Papago Club 2694-3 in Phoenix, Arizona, Kim is currently employed as a communication specialist for Texas Utilities Services, Inc.

anges how your audience perceives the message. Tests have proven that the same speech delivered to the same type of audience by two different people will produce different results. Speaking on a highly technical subject, an engineer brings about a different perception from his audience than would an artist.

Otis Walter in *Speaking to Inform and Persuade* writes: "If we think a painting was done by Leonardo da Vinci, we are likely to think well of it, just as we are apt to trust what we read in a newspaper we consider reliable, believe what we hear from a teacher whom we consider to be prestigious and be influenced by a statesman whom we admire. Aristotle believed that the nature of the speaker was almost the most important means of persuasion."

Commitment and your personality are only portrayed by your own words: stories, anecdotes and personal experiences.

### Show Your Personality

*I, you and we* are perhaps the most important words that can be included in a speech. They bring out your personality. It makes no difference who wrote the speech; when you present it, it's yours.

In a terrific book on speechwriting, *Speech Composition*, William Norwood Brigance advocates the use of personality and the personal pronouns in speaking. Drawing on a then timely figure, Brigance found that Franklin D. Roosevelt typically used 1.4 personal pronouns per sentence almost consistently throughout all of his speeches. If similar studies were performed on the speeches of Jimmy Carter, Edward Kennedy or other currently prominent figures, we would probably find similar results. And, remember, they don't write many of their own speeches. But they have, and stay keenly aware of the fact that a speech they deliver will always be theirs.

"Personality," Brigance says, "appeals to that part of us which is not dependent on reason or wisdom; it reaches below the surface and lays hold of our inner emotions."

If a personal experience, anecdote or story strikes a responsive chord with you, it probably will with an audience. If it helps drive home a



by Mike Major

Waiting to be called to the podium, you decide to run through your opening words just once more, when, suddenly, your mind goes blank. Your mouth turns dry, and body moist. Groping for your notes, you're startled to see your hands are shaking.

Your name is announced. Unnerved, you determinedly clutch your fists to your sides and lurch to your feet, only to discover your knees are wobbling uncontrollably. Does anybody notice? You look around, but can't really tell, because your vision has inexplicably blurred and your hearing is overwhelmed by the deafening pounding of your heart. . . .

If you've ever experienced sensations like these, you recognize the symptoms of platform panic, that virulent disease which strikes when you're most vulnerable.

Before your panic turns to despair, however, realize that you're not alone. In fact, you're in rather good company. For instance, the great English actor, Sir John Gielgud, says that, despite years of experience, he still feels panic each night before he steps out on stage.

### The Seven Steps

Like Gielgud, you may never be able to completely remove the butterflies from your speaking. (Indeed, it may not be even desirable to do so!) But here are seven steps which will help you bring your fear under control, and turn a potential handicap into a positive asset.

#### 1. Admit your fear.

This might not be as simple as it sounds. After all, if public speaking is an integral part of your profession, you may feel that you should have overcome platform panic a long time ago. It may take a bit of humility to admit you're not as self-assured as you'd like to be, but this is an essential first step. The more we run from our fears, the faster they overtake us.

A Seattle businessman says that he overcame his fears by confronting them directly: "I finally asked myself, all right, what's the worst that can happen to me? Do I forget my speech, or stumble on the top step and go sprawling over the stage? Suppose the audience falls

*The secret is not so much to totally eliminate your fear, but to master it and make it work to your advantage.*

# How to Overcome Platform Panic

asleep, or groans or walks out? I kept imagining the very worst until it got ridiculous, and I had to laugh."

By facing your fears directly, you bring them out into the open, and turn them into objective obstacles that you can overcome.

#### 2. Thoroughly prepare.

Write a speech you believe in, and organize it as tightly and logically as possible. Then memorize it cold.

If this sounds elementary, it is. But it's the basics employed by great speakers. Winston Churchill overcame not only nervousness, but also stuttering by memorizing his speeches and practicing them in a mirror until they became second nature.

Think how much anxiety is caused by a speaker not being certain about his next point, especially when he's not even certain that it's a point worth making. This is an area of panic you can eliminate completely through thorough preparation.

And always be suspicious of those who can make a brilliant speech at an apparent drop of a hat. Public speaking is an art, not the least part of which is the concealing of the effort so that it appears easy. George Bernard Shaw, whose wit sparkled as readily on his tongue as his pen, said that he was always ready with a

spontaneous quip because he had carefully thought it out ahead of time.

#### 3. Take control of your body.

It's important to realize that public speaking is no less a physical activity than acting a role on stage or performing a musical instrument or playing a sport.

You can easily train your body so that it works for you instead of against you.

#### Divide and Conquer

The physical manifestations of a speaker's tension, such as a tight voice, shaking hands or shifting feet, can be removed by, first, the conscious application of correct posture and, second, by a divide-and-conquer approach to individual nervous mannerisms.

The two things I'm not going to tell you to do are *relax* and *breathe from your diaphragm*. In my younger days when I was trying to overcome my own speaker's tension, every speech book and instructor insisted on those two cardinal rules. But they never helped me. The more I tried to "relax," the tighter I became, and the more I tried to "breathe from my diaphragm" my voice became so breathless it was almost inaudible.

The fact is that we can't help but breathe from our diaphragm. An

THE TOASTMASTER



*Harley*

THE TRICK IS  
TO USE HIM!



had  
of  
  
hat  
sical  
age,  
t or  
  
y so  
of  
  
of  
ght  
ing  
, a  
ect  
de-  
ual  
  
to  
om  
ys,  
my  
ech  
on  
ey  
to  
by  
ia-  
h-  
  
ut  
nd  
ER



it's an unconscious, not a conscious, activity. By consciously trying to direct our breath we only create tension.

What often happens, of course, is that a person will add chest and shoulder movements to his breathing, thus making it shallow. The solution is not trying to breathe from the diaphragm, which we can't help but do, but to remove the superfluous chest and shoulder movements which cut our breath short. This, however, is usually never accomplished by trying to abstractly "relax." I've never known a nervous person stop being nervous simply because somebody told him to.

### Find Your Balance

The best approach is to work to achieve your personal sense of balance. Place your center of gravity low, in the area of your pelvis. Lean forward slightly on the balls of your feet. Flex your knees so your weight is evenly distributed on each foot and buoyed up by that "springy" quality through which you can experience your individual sense of power and control. It doesn't hurt to occasionally "grip" the floor with your toes. No one will notice, and it will accentuate the lower body focus which will give your stance solidity and poise.

Outside of maintaining a comfortably erect posture, allow the rest of your body to go relatively limp. You'll find that your shoulders and chest are slumped and that you're naturally breathing from your diaphragm. Your normally fidgety hands are now hanging loosely from your side. And, since you're focused on your solidly-balanced legs, you've already eliminated the nervous to-and-fro movement.

Of course, some deeply ingrained habits aren't going to disappear instantly. But, by conscientiously practicing a comfortable body balance in a mirror, you can systematically remove unwanted mannerisms. There's no more mystique to it than correcting a golf stroke.

What about a strained voice? My advice is not to worry about it. It's true that there are a number of yoga-like exercises which may be helpful in relaxing the vocal cords and facial muscles. But speech is an unconscious activity, just like breathing, so, often, the concentra-

tion of applying various techniques to the voice only makes the person self-conscious and increases the very tension he's trying to lose.

If you follow the steps outlined here — finding something worthwhile to say, preparing it thoroughly, getting in touch with your own personal body balance, and the following points of gaining a sensory control of your environment and really communicating with your audience — you'll find that your voice will take care of itself. At the moment of truth, it will be relaxed, clear and vibrant.

#### 4. Focus your senses outside yourself.

One of my most painful speaking memories goes back to my first day of freshman acting class. The instructor, in an abrupt fashion, had a number of us come to the front to introduce ourselves and explain our purpose in being there. Well, the situation was too new and the topic too personal for me to want to talk about it before strangers. I dreaded his calling on me, and was terrified when he did. My forehead went damp and my mouth dry. As I walked to the front of the class I couldn't tell what was more out of control, my shaking hands or knocking knees. One glance at all those silent faces staring at me and I went into a panic. My vision blurred, voice cracked and, after blurting out a few words, I crept back to my seat humiliated at what I knew as an inauspicious beginning.

I was then surprised to hear the instructor say that he had intentionally put us in an awkward situation so we could see the dangers of being self-conscious. His perhaps cruel experiment had certainly been effective. To the degree that I had been self-conscious, and drowning in a sea of panic, I was that much less conscious of the world around me.

#### Develop Your "Focus"

The logical corrective for this situation, then, is an increased sensory control of the surrounding world. The more attentively you're able to fasten your senses of sight, hearing, touch, smell and taste onto the world around you, the more you can free yourself from painful and inhibiting consciousness of yourself.

Your favorite actor, whom you see emoting so freely on the screen, is able to do so only because of a long rehearsal process during which he's

established for himself a very secure physical world. He knows, from moment to moment, just where his focus will be, where he'll be looking, moving, to what he'll be listening, etc. By building up a situation in which his attention is continually outside himself, he automatically decreases self-consciousness, and thus allows himself to deliver a relaxed and effective performance.

You can do the same as a speaker.

The more you can immerse your senses in your physical surroundings, the more comfortable you'll be. Try to get a real feel for the place where you'll be speaking. If possible, go there ahead of time, check out the acoustics. Try to anticipate and practice with various technical adjustments which, if confronted at the last moment, can be nerve-racking — such as speaking from a stage with lights shining directly into your eyes, or talking into a microphone. Establish a number of physical points of focus, such as a pitcher of water and a glass, soothing drapery or the feel of the lectern.

The more comfortable you can make yourself in your physical surroundings — the more sensory points of contact you can set up outside yourself — the more your speaker's anxiety will naturally subside.

#### 5. Practice before a live audience.

No matter how carefully you prepare yourself within the quiet of your own room, there's always the shock of audience contact. So there are several advantages to breaking yourself in before a practice audience of one or a few friends.

They can give immediate and objective feedback on nervous mannerisms you're attempting to correct. For instance, you may feel that you're presenting a composed impression when, in reality, you're bouncing back and forth. They can point this out. On the other hand, you might feel convinced that your eyes are telegraphing your terror and they can reassure you that your expression is very normal. Working with one or a few trusted friends will allow you to effectively dispense with problems which may be too painful to deal with before a large group.

Also, working with a practice audience helps with sensory focus, the most important of which being



at of your audience. While you can some of this work on your own (focusing on a door knob, picture name, etc.) the real impact of meeting another's eyes is something to be used to.

The technique for this is neither to flit your eyes hastily and anxiously over your audience, nor to deliver your speech to simply one person. Rather, you should lock eyes with an individual audience member for a logical phrase or so, and then move on to someone else. Naturally, if you're feeling secure, it's not going to hurt to keep coming back to the eyes that you know are friendly.

### The Natural Speech

It's important to mention here that the preparation mentioned earlier of writing and memorizing your speech, and the sensory control of your environment, should not extend to a rote delivery of your speech. The emphasis and rhythms should not be inflexibly the same. A speech should be as natural as conversation, which means that the inflections will vary slightly, depending upon the situation, audience and your specific eye contacts.

In this regard, a practice audience will help you gain flexibility and naturalness. Have them move around at times, so you can check your projection levels. Let them occasionally act bored or distracted so that you have to intensify your communicative efforts. The more you can test yourself on a practice audience, the more you can break up the mechanical rhythms of your delivery, and the more secure you'll feel facing the unknown of a real audience.

#### 6. Fix your mind on your audience.

Just as you focus your senses outside yourself onto your audience, so you should do with your mind.

There are, however, two aspects to this point: On the one hand, you should be quite rough on yourself. On the other hand, quite kind.

If you've gone through the previous steps, have come up with an idea you honestly believe is worth communicating and have done all you can to convey it as effectively as possible, then it should be clear that you're not going to the audience to get anything from them, even their approval. You're in a giving, not a receiving position. You're the bearer of a gift. You should tell yourself

that your anxiety about the matter has no importance. Don't try to deny your honest feelings, of course. But, at this point, just don't give them much attention. Devote your energies to concentrating on your listeners and what you are giving them. The more you think about accomplishing this task, the less you will be aware of what you are feeling. An element of fear may still remain, but you'll be controlling it, and not the other way around.

The second aspect is to make a sharp distinction between preparation and performance. The former is work; the latter should be as enjoyable as possible. On the day of delivery, go over your speech no more than once — quietly — then forget about it. No real improvements on your speech will be accomplished at that late date and, chances are, attempts to do so will only tighten you up. Allow your excitement to build naturally through the day. Approach your audience as friendly adversaries in the spirit of a game, a sport, an adventure.

#### 7. Make your panic work for you.

Up to now, we've been regarding platform panic as something negative. And, of course, it is, insofar as it takes the fun out of your speech-making and lessens its effectiveness.

But there's a positive side to it, too.

The speaker who can stand up before an audience without feeling any emotion will usually deliver a speech equally lacking in emotion.

And who wants to listen to that?

Know that your feelings of anxiety rise because *you care* about what you're doing. This sense of caring is the most important ingredient in any speaker.

Your panic will never be completely eliminated from your speaking. Nor should it be. But you'll find ways to channel it to work for you instead of against you.

Instead of allowing your nervous energy to short-circuit your best efforts, you'll learn to utilize it, as does Sir John Gielgud, to electrify your listeners. ■

*Mike Major has extensive experience as a public speaker, college lecturer and actor. A producer, director and author of over 40 plays, he's taught at a number of universities, including Plano, Southern Methodist and Purdue.*

## club, sales and political meetings SURE NEED HUMOR!



IF YOU'RE INVOLVED, SEND FOR THIS BOOK

### "UNACUSTOMED AS I AM"

... gives you 238 pages of good, current humor. Indexed for easy use. A bonanza for busy chairmen and editors. Good reading for anyone with a sense of humor.

Pointed material to fit any occasion, compiled by the International President of a world-wide service club for his own personal use and just now published.

• Send check for \$4.45 plus 50¢ mailing or your BankAmericard number. Indiana residents add 4% tax.

### THE LORU COMPANY

P.O. BOX 300-D, NORTH WEBSTER, IN 46555

## MOVING?

If so, we'll need your change of address. Please give us your old address as well as your new by attaching an address label from a recent issue of THE TOASTMASTER in the space shown.

ATTACH YOUR ADDRESS LABEL OR PRINT YOUR OLD ADDRESS HERE:

(INCLUDE CLUB AND DISTRICT NUMBER)

Name (print) \_\_\_\_\_ District No. \_\_\_\_\_  
Club No. \_\_\_\_\_  
New Address \_\_\_\_\_  
City \_\_\_\_\_ Zip \_\_\_\_\_  
State/Province \_\_\_\_\_  
If you are a club, area, division or district officer, indicate complete title: \_\_\_\_\_

Mail this to:  
Toastmasters International  
2200 N. Grand Ave., P.O. Box 10400  
Santa Ana, CA 92711



# Hall of Fame

## DTM's

*Congratulations to these Toastmasters who have received the Distinguished Toastmaster certificate, Toastmasters International's highest member recognition.*

- E. Jac Sousa**  
Smedley Chapter No. 1-F, Santa Ana, CA
- Cecil A. Baumgartner**  
Foothill 116-F, Glendora, CA
- Frank L. Mies**  
Foothill 116-F, Glendora, CA
- Manuel D. Hernandez**  
Arrowhead 788-F, San Bernardino, CA
- John R. Bateman**  
Harbor Lites 1927-F, Newport Beach, CA
- John E. Stark**  
Mt. Helix 126-5, La Mesa, CA
- Philip F. Moore**  
Solar 2183-5, San Diego, CA
- Floyd F. Manning**  
Convair 3745-5, San Diego, CA
- Herbert C. Stude**  
Oregonian 1226-7, Portland, OR
- Joseph C. Fisher Jr.**  
Midpark 354-10, Middlesburg Hts., OH  
Carbide 659-10, Parma, OH  
West Side 2606-10, Cleveland, OH
- Marvin E. Kline**  
Idaho Falls 548-15, Idaho Falls, ID
- Bruce Walton Masland**  
Engineering Society 2686-18, Baltimore, MD
- Allan S. Koyko**  
Cariboo 786-21, Prince George, B.C., Can
- R.S. Dixon**  
North Shore 1085-21, N. Vancouver, B.C., Can
- J. Leon Curtis**  
Garland 1207-25, Garland, TX
- Charles R. Boeglin**  
White Rock 1495-25, Dallas, TX
- William L. Heritage**  
Valley Forge 1128-38, Norristown, PA
- Bruce H. Taylor**  
Flying I 2134-39, Sacramento, CA
- Randall Reeder**  
West Virginia Capitol 477-40, Charleston, WV  
Jackson County 1865-40, Ravenswood, WV
- Ben Waldron**  
Saskatoon 450-42, Saskatoon, Sask., Can
- Neil Wilkinson**  
Northern Lights 489-42, Edmonton, Alta., Can

- Scott Edwards**  
Lubbock 884-44, Lubbock, TX
- Nance Sanders**  
Bold City Challengers 2092-47, Jacksonville, FL
- James R. Rahming**  
Executives for Excellence 2985-47, Nassau, Bahamas
- H. Lee Watson**  
Mason-Dixon 2186-48, Huntsville, FL
- Joseph Paul Fish**  
Towns of York 1609-60, Aurora-Newmarket, Ont., Can
- George C. Hevenor Jr.**  
Gavel & Glass 1693-60, Toronto, Ont., Can
- N. William Rehder**  
Rockliffe Raconteur 808-61, Ottawa, Ont., Can
- Robert L. Graves**  
Breakfast 72-63, Nashville, TN
- Loyle P. Shaw**  
Nashville Federal 3834-63, Nashville, TN
- C.J. Thompson**  
Assiniboine 419-64, Winnipeg, Man., Can
- Derek J. Waite**  
Timaru 3474-72, Timaru, NZ

## ATM's

*Congratulations to these Toastmasters who have received the Able Toastmaster certificate of achievement.*

- Jerome Brown**  
Business Men's 100-F, Santa Ana, CA
- Jimmy R. Ford**  
Moreno Valley 2169-F, Sunnymead, CA
- Jerry F. Humphrey**  
Blue Flame 2717-F, Costa Mesa, CA
- Madhav G. Nene**  
Bechtel 3589-F, Norwalk, CA
- John B. Poffenroth**  
Golden Rain 3710-F, Seal Beach, CA
- Robert A. Hazard**  
Tustin 3733-F, Tustin, CA
- Preston K. Allen**  
Orange Breakfast 3822-F, Orange, CA
- Joseph Weldon O'Toole**  
Orange Breakfast 3822-F, Orange, CA
- Frank Perry**  
Anaheim Breakfast 3836-F, Anaheim, CA
- Stanley Pinel**  
Gavel 11-1, Long Beach, CA
- John C. Pendleton**  
TRW 990-1, Redondo Beach, CA
- Arthur B. Palmer**  
Mt. Vernon 258-2, Mt. Vernon, WA
- Bernard J. Christensen**  
Kirkland Congregational 822-2, Kirkland, WA
- Frederick Bryant**  
Greyhound Early Risers 213-3, Phoenix, AZ
- Hans Burghard**  
Toastmasters, B.C. 2866-3, Phoenix, AZ
- Jacob M. Sober**  
Easy Risers 2961-3, Scottsdale, AZ
- William S. Kloepfer**  
San Mateo 191-4, San Mateo, CA
- Jack Barron**  
Crownmasters 1133-4, San Francisco, CA
- George D. Wolfe**  
San Jose 1577-4, San Jose, CA
- Larry Grooms**  
Sunrise 1829-4, Salinas, CA
- Jeanne M. Bernard**  
Telstar 1913-4, Sunnyvale, CA
- Donald R. Chambers**  
Early Risers 2117-4, Mountain View, CA
- Barbara F. Busch**  
Jet Stream 2624-4, NAS Moffett Field, CA
- Kelly W. McGee**  
Jet Stream 2624-4, NAS Moffett Field, CA
- Joseph A. Gardiser**  
FMC 2873-4, San Jose, CA
- Jack White**  
FMC 2873-4, San Jose, CA
- Victor L. Chinn**  
Orbiters 2943-4, Sunnyvale, CA
- Corwin H. Lakin**  
Orbiters 2943-4, Sunnyvale, CA
- Brad G. Lighty**  
TGIF Management 3328-4, Santa Clara, CA
- Jerome C. Lewis**  
Los Gallos de la Bahia 3400-4, Sunnyvale, CA
- Arthur W. Bannister**  
Courier 3476-4, Palo Alto, CA
- George Delmar**  
Windjammers 3639-4, San Bruno, CA
- James E. Duggan**  
Puc(k)sters 3873-4, San Francisco, CA
- Ralph B. Williams**  
Yuma-Kofa 196-5, Yuma, AZ
- Michael Richard Jones**  
The Hard Hats 1394-5, San Diego, CA
- Michael S. Daghljan**  
Fallbrook 2335-5, Fallbrook, CA
- E.G. Philipson**  
Shriners 590-6, St. Paul, MN
- Paul Norman**  
Motivators 2250-6, Minneapolis, MN

Beverly  
Stillwa  
Jack P.  
AC Ear  
Marcel  
First N  
Frank  
Univer  
Ron F  
Therr  
Martin  
Jackson  
Fred C  
Winge  
Thadd  
Cape C  
John F  
Early I  
John W  
Colum  
Clyde  
George  
GA  
Bernie  
Pony  
Richa  
Los C  
Richa  
TNT  
Pratip  
Will F  
Cecil  
Capit  
Laure  
Thun  
Char  
Ada  
Kenn  
Perry  
Ralph  
Butte  
Willi  
Rotu  
Jame  
Woo  
Marg  
Black  
Keit  
Ottu  
Kurt  
Vanc  
Alla  
Cari  
Al L  
Verr  
Joe  
Tilli  
Cha  
Gre  
Tho  
Hur  
A.M  
Tex  
342  
SEP



Beverly LeTourneau  
Stillwater 2377-6, Stillwater, MN

Jack P. Krichen  
AC Earlyrisers 3646-6, Robbinsdale, MN

Marcella L. Robinson  
First National Bank 584-7, Portland, OR

Frank M. Sunseri  
University 1358-7, Portland, OR

Ron Fowler  
Thermostats 2044-7, Salem, OR

Martin J. Cote  
Jackson 2319-7, Medford, OR

Fred O. Zimmer  
Winged Word 1903-8, St. Louis, MO

Thaddeus J.R. Bullock  
Cape Girardeau 2072-8, Cape Girardeau, MO

John R. Kowalczyk  
Early Bird 3293-11, Ft. Wayne, IN

John W. Roper  
Columbus 2037-14, Columbus, GA

Clyde C. Freeman Jr.  
Georgia Power Company 3488-14, Atlanta, GA

Bernie J. Sabato  
Pony Express 2108-15, Dugway, UT

Richard D. Ruckenbrod  
Los Gallos 2428-15, Salt Lake City, UT

Richard W. Prince  
TNT 3738-15, Salt Lake City, UT

Pratip Bandyopadhyay  
Will Rogers 645-16, Tulsa, OK

Cecil Clay  
Capitol Hill 709-16, Oklahoma City, OK

Laurence P. McElwaine  
Thunderbird 1566-16, Tulsa, OK

Charles E. Thompson  
Ada 1971-16, Ada, OK

Kenneth W. Schuermann  
Perry 3265-16, Perry, OK

Ralph Whelchel  
Butte 378-17, Butte, MT

William Geigert  
Rotunda 1099-18, Baltimore, MD

James A. Ryland  
Woodlawn-Security 2929-18, Baltimore, MD

Margo Kilbourn  
Blackhawk 444-19, Waterloo, IA

Keith E. Hill  
Ottumwa 663-19, Ottumwa, IA

Kurt Kolterhoff  
Vancouver 59-21, Vancouver, B.C., Can

Allan Koyko  
Cariboo 786-21, Prince George, B.C., Can

Al Lypchuk  
Vernon 1929-21, Vernon, B.C., Can

Joe Balog  
Tillicum 3435-21, Coquitlam, B.C., Can

Charles R. Millikan  
Greater Tyler 393-25, Tyler, TX

Thomas L. Murrell  
Hurst Noon-Time 2476-25, Hurst, TX

A.M. Cunningham  
Texas Farm Bureau Insurance Companies  
3428-25, Waco, TX

Phillip J. Hatch  
Titan 2368-25, Denver, CO

Lee Burns  
Gulf Coast 2095-29, Biloxi, MS

Irv Horwitz  
Niles Township 665-30, Morton Grove, IL

Marvin Klein  
Niles Township 665-30, Morton Grove, IL

Robert T. Oelrich  
Irving Park 2069-30, Chicago, IL

Irwin R. Levinson  
Windjammer 3576-30, Chicago, IL

Maurice A. Frechette  
Rhode Island Credit Union 854-31, Warwick, RI

Robert F. Ricciardone  
Massachusetts Bay 3038-31, Winthrop, MA

Morrie Kaupanger  
Bremerton 63-32, Bremerton, WA

Frank C. Shirley  
Evergreen 333 333-32, Tacoma, WA

Lucas T. Dobrzanski  
Los Medios Dias 2112-33, Bakersfield, CA

Kenneth A. Witte  
Southern Valley 2752-33, Bakersfield, CA

Elwood K. Slusser  
Pacific Missile 2930-33, Pt. Mugu NAS, CA

John F. Dwyer  
Trans Speakers 2945-35, Milwaukee, WI

M. Kenneth Miller  
Commerce 693-36, Washington, D.C.

Otho L. Simmons  
Springfield 1792-36, Springfield, VA

Colonel James H. Ryan  
Pentax 2014-36, Washington, D.C.

Gary Heinz  
Agricultural Research Center 3039-36,  
Beltsville, MD

William C. Gorham  
Gladiators 3392-36, Baileys Crossroads, VA

William H. McDaniel  
NAVFAC 3396-36, Alexandria, VA

John O. Martin  
GSA CO 3448-36, Washington, D.C.

Norman E. Adcox  
U.S. Postal Service 3711-36, Washington,  
D.C.

Benjamin W. Morse  
SAAD SAC's 2591-39, Sacramento, CA

Richard W. Ritz  
Oasis 3130-39, Fallon, NV

Jim Smith  
Huber Heights 1740-40, Dayton, OH

Cleon Ligon  
Monday Morning 1557-44, Amarillo, TX

Frank M. Treffler  
Sears-Halifax 1555-45, Halifax, N.S., Can

Lance A. Ferrelli  
Southside 546-47, Jacksonville, FL

Earl K. Wood  
Orlando 1066-47, Orlando, FL

Donald A. Glass  
Freeport Branch 1425-47, Grand Bahama,  
Bahamas

Nance Sanders  
Bold City Challengers 2092-47, Jacksonville,  
FL

James F. Buchan  
Calliope 2821-47, Orlando, FL

David K. Wong  
Seminole 3771-47, Tallahassee, FL

Thomas E. Hunt Jr.  
Power Talkers 2868-48, Birmingham, AL

Lester H. Muramoto  
Pearl Harbor 123-49, Honolulu, HI

Dale T. Trenhaile  
Pearl Harbor 123-49, Honolulu, HI

Yu-Si Fok  
Kamehameha 720-49, Honolulu, HI

Penny Kittredge  
Glendale 1 8-52, Glendale, CA

Robert W. Baker  
Jewel City 29-52, Glendale, CA

Jack McCarthy  
Keystone 48-52, Los Angeles, CA

Robert I. Brockett  
CE 1333-53, Windsor, CT

Frank H. Kilby  
Stag 2908-53, Hartford, CT

Julius W. Lang  
Magic Circle 1458-56, Houston, TX

Walter H. Parsons Jr.  
Silver Tongue 1620-56, Bryan-College  
Station, TX

Rodney F. Lloyd  
Get Up and Go 1869-56, Austin, TX

Robert W. Arburn  
Alzarar Shrine 2180-56, San Antonio, TX

Manuel Escontrias  
Baytown 2329-56, Baytown, TX

Paulino Padilla  
Conquistadores 3356-56, Kelly AFB, TX

Franklin C. Houston  
Balcones 3407-56, Austin, TX

Einar B. Arstad Anderson  
Helmsmen 2522-57, Vallejo, CA

E.D. Moon  
Anderson 1946-58, Anderson, SC

James J. Hollingsworth  
Early Bird 2174-58, Charleston, SC

Robert J. Robinson  
Broadview 1569-60, Toronto, Ont., Can

Alex Eves  
Towns of York 1609-60, Aurora-Newmarket,  
Ont., Can

John MacLeod  
Oakville 2245-60, Oakville, Ont., Can

Jack Embrey  
Podium 2303-60, Toronto, Ont., Can

Jack Gregg  
Podium 2303-60, Toronto, Ont., Can

Jack Punter  
Podium 2303-60, Toronto, Ont., Can

L.P. Stanley  
Centennial 313-64, Winnipeg, Man., Can

R.G. McDowell  
Assiniboine 419-64, Winnipeg, Man., Can



**Arnold J. Mickelson**  
Skyliners 831-64, Winnipeg, Man., Can

**Harry Blowell**  
Jefferson 1998-68, Metairie, LA

**Eugene F. Reyes III**  
Public Service 3174-68, New Orleans, LA

**Deirdre Lavarack**  
Endeavour 1776-69, Brisbane, Qld., Aust

**Philip John Round**  
Townsville 3632-69, Townsville, Qld., Aust

**Anthony J. Plumb**  
Lakenheath-Mildenhall 2352-71, Suffolk,  
England

**Harry Gibb**  
Tauranga 3089-72, Tauranga, NZ

---

## New Clubs

---

### 9-F Professional Speakers

Santa Ana, CA — Mon., 6:45 p.m., Saddleback Inn, Santa Ana Freeway at First St. (586-0245). Sponsored by Harbor Lites 1927-F.

### 36-F The Orators

Costa Mesa, CA — Wed., 6:45 a.m., Colony Kitchen, 3211 Harbor Blvd. (549-5361).

### 55-F Sundowners

Pomona, CA — Wed., 5:30 p.m., The Barrister Restaurant, 500 W. Mission Blvd. (629-5111, ext. 3854 or ext. 4223). Sponsored by Speakeasy 3669-F.

### 62-F Aerojet

Azusa, CA — Wed., 4:45 p.m., Aerojet Electro Systems Co., 1100 W. Hollyvale (334-6211, ext. 5227). Sponsored by Foothill 116-F.

### 105-F KOFEE 'N Toastmasters

Redlands, CA — Wed., 7:00 a.m., Redlands Chamber of Commerce, 347 N. Orange St. (793-3357). Sponsored by East San Bernardino 3820-F.

### 269-F Alhambra WIZARDS of "AH'S"

Alhambra, CA — Mon., 11:30 a.m., Edison Bldg., 501 S. Marengo (570-1822). Sponsored by Edison Earlybird 1191-F.

### 290-F Grand Terrace

Grand Terrace, CA — Fri., 6:30 a.m., Community Center, 22130 Barton Rd. (783-2200). Sponsored by Moreno Valley 2169-F.

### 499-3 Gilbert

Gilbert, AZ — Thurs., 7:00 p.m., Jim's Dairy Bar, 355 N. Gilbert Rd. (892-0545). Sponsored by San Marcos 70-3.

### 641-4 Toastmasters of Dalmo Victor

Belmont, CA — Tues., 12:00 noon, Dalmo Victor, 1515 Industrial Way (595-1414). Sponsored by Fluor Mining & Metals 2881-4.

### 879-4 Varian

Palo Alto, CA — Wed., 4:30 p.m., Varian Associates, 611 Hansen Way (493-4000). Sponsored by San Mateo 191-4.

### 895-5 Toastmasters of La Jolla

La Jolla, CA — Mon., 6:00 p.m., Harry's Coffee Shop, 7545 Girard St. (453-6774). Sponsored by Hi-Noon 455-5.

### 1050-5 Baja California

Tijuana, B.C., Mexico — Tues., 7:30 p.m., Santa Maria 1200, Col. Marron, Tijuana. Sponsored by Presidential Fronterizo 772-5.

### 1847-6 Honeywell Plaza

Minneapolis, MN — Tues., 12:00 noon, Honeywell General Offices Conference Room, Honeywell Plaza, 2701 - 4th Ave., S. (870-2682). Sponsored by Speakeasy 1789-6.

### 1353-7 Canby

Canby, OR — Fri., 6:30 a.m., The Cottage Cafe, 314 N.W. First St. (266-3761).

### 2979-7 Jantzen

Portland, OR — Thurs., 6:30 a.m., Jantzen's Cafeteria Lounge, 523 N.E. 19th (238-5000).

### 2290-10 K-C

Bedford, OH — Tues., 8:00 p.m., K of C Hall, 120 Solon Rd. (621-1223). Sponsored by Suburban 3613-10.

### 3715-10 Great Lakes Mall

Mentor, OH — Tues., 8:30 a.m., Lakeland Room, Highbee's, Great Lakes Mall (942-1614 or 942-7845). Sponsored by Diamond 2486-10.

### 1299-13 Dukes and Dames

State College, PA — Thurs., 6:00 p.m., Hotel State College, 100 W. College Ave. (238-6273). Sponsored by State College 1219-13.

### 3408-13 Bettis

West Mifflin, PA — Tues./Wed., alternating weeks, 4:50 p.m., Bettis Atomic Power Laboratory (462-5000). Sponsored by McKeesport 901-13.

### 1544-16 T.G. & Y. Motivators

Oklahoma City, OK — Mon., 4:45 p.m., T.G. & Y. National Headquarters, 3815 N. Santa Fe (528-3141). Sponsored by Edmond 170-16.

### 1221-21 Fraser Lake

Fraser Lake, B.C., Can — Thurs., 7:30 p.m., Fraser Lake Recreation Complex (699-6351). Sponsored by Cariboo 786-21.

### 1024-24 POETS

Lincoln, NE — Fri., 6:30 a.m., Room 148, Federal Bldg., 15th & O Streets (471-5324). Sponsored by Sunrise 2788-24.

### 2102-24 Noon Enthusiast

Council Bluffs, IA — Wed., 12:00 noon, Peoples Natural Gas, 25 Main Place (325-2048). Sponsored by Council Bluffs Communicators 2114-24.

### 1551-25 Purchasing Management Association

Dallas, TX — Thurs., 5:30 p.m., Tropicana Inn, N. Central Expressway (357-4621). Sponsored by White Rock 1495-25.

### 2209-25 AAFES

Dallas, TX — Mon., 4:15 p.m., Army and Air Force Exchange Service, 3911 Walton Walker Blvd. (330-2210). Sponsored by Red Bird 2047-25.

### 3241-30 Procon

Des Plaines, IL — Wed., 4:30 p.m., Procon Inc., Room 400 P, 30 UOP Plaza, Algonquin and Mt. Prospect Rds. (394-9675 or 391-3882). Sponsored by Des Plaines 1645-30.

### 1154-32 Bainbridge Island

Bainbridge Island, WA — Tues., 6:45 p.m., Hobby Horse Restaurant, Winslow (842-6700). Sponsored by Totem 1322-32.

### 448-33 Tehachapi

Tehachapi, CA — Tues., 7:00 p.m., Kelcey Restaurant, 110 W. Tehachapi Blvd. (822-6310). Sponsored by High Desert 3647-33.

### 2462-33 High Noon LECTERN

Las Vegas, NV — Thurs., 12:00 noon, Libran Buttery & Pub, 200 W. Sahara Ave. (382-4260).

### 603-36 WSAE

Washington, D.C. — Tues., 12:00 noon, Touchdown Club, 2000 L St. N.W., (293-1022). Sponsored by Capital 876-36.

**1212-36 Montgomery Village-Gaithersburg**  
Gaithersburg, MD — Wed., 7:30 p.m., Visitor's Center, Montgomery Village (840-1448).

### 3028-36 DOL Gaveliers

Washington, D.C. — Thurs., 12:00 noon, Department of Labor, N 4437 (523-8924). Sponsored by Speechmasters 2993-36.

### 3347-36 McLean

McLean, VA — Thurs., 7:45 p.m., McLean Community Center, 1236 Ingleside Ave. (524-3331). Sponsored by Vienna 1762-36.

### 1352-39 Ag Orators

Sacramento, CA — Mon., 12:00 noon, Dept of Food & Agriculture Bldg., Room A-459, 1220 N St. (445-2665). Sponsored by Town and Gown 3337-39.

### 2608-46 Pacers

New York, NY — Wed., 6:00 p.m., Roger Smith Hotel, Lexington Ave. & 46th St. (848-0410). Sponsored by Graybar 1436-46.

### 3304-46 Bedminster

Bedminster, NJ — Thurs., 12:00 noon, AT & T Long Lines (234-8219).

### 3781-46 Toastmasters 21 Club

New York, NY — Mon., 11:30 a.m., 120 Church St. (264-1112).

### 1387-47 Merritt Moonliter

Merritt Island, FL — Wed., 7:00 p.m., Merritt Island Sizzling Steak House (632-9312). Sponsored by Kennedy Space Center 3695-47.

### 2829-47 Bahamas Electricity Corp.

Nassau, Bahamas — Tues., 6:00 p.m., Bahamas Electricity Corp., Big Pond (323-4650). Sponsored by Executives for Excellence 2985-47.

### 2525-49 Kauai

Lihue, Kauai, HI — Wed., 6:30 p.m., rotate meeting places: 1) Kauai Beach Boy Hotel, 2) Lihue Plantation Conf. Rm., 3) Poipu Beach Hotel, Poipu (245-3224). Sponsored by Hawaiian Telephone 1942-49.

### 174-52 Good Timers

North Hollywood, CA — Tues., 7:00 p.m., Reuben's, 3620 Cahuenga Blvd. (782-1835).

### 846-56 BEXAR FACTS

San Antonio, TX — Thurs., 8:00 a.m., Allstate Insurance Co., 1275 N.E. Loop 410 (824-0481). Sponsored by USAA 181-56.

### 2396-56 Tropical Valley

McAllen, TX — Thurs., 7:00 p.m., Bonanza Sirloin Restaurant, 3020 N. 10th (687-6303). Sponsored by Harlingen 860-56.

### 3402-56 Transco

Houston, TX — Wed., 12:00 noon, Transco Tower, 2700 S. Post Oak (626-8100). Sponsored by Magic Circle 1458-56.



### 1966-66 Golden Twilight

Houston, TX — Wed., 6:15 p.m., Wyatt's Cafeteria (673-6888). Sponsored by Day-breakers 839-56.

### 1975-58 Mt. Pleasant

Mt. Pleasant, SC — Wed., 7:30 p.m., Shoney's Restaurant, 324 Hwy. 17 (883-3737). Sponsored by Early Bird 2174-58.

### 1972-60 Thames Valley

London, Ont., Can — Tues., 6:15 p.m., Ivanhoe Motel (672-6727). Sponsored by Forest City 2729-60.

### 1900-69 A.P.I. Brisbane

Brisbane, Qld., Aust — Fri., 6:30 p.m., 14th Floor, A.A.M.I. Bldg., 97 Creek St. (229-6666). Sponsored by Endeavour 1776-69.

### 1961-69 Griffith

Mansfield, Brisbane, Qld., Aust — Mon., 7:30 p.m., Mansfield Tavern, Wecker Rd. (341-4720). Sponsored by Sunnybank 3110-69.

### 1985-U Port Elizabeth

Port Elizabeth, South Africa — Wed., 7:30 p.m., St. George's Club, Park Drive (27994). Sponsored by Algoa 2457-U.

### 1975-U Umtata

Umtata, Republic of Transkei — Tues., 6:00 p.m., Transkei Hotel, Room 230, Elliot Rd. (4465 Umtata). Sponsored by East London 2711-U.

### 1926-U Secunda

Secunda, Transvaal, South Africa — Mon., 7:30 p.m., Sasol Recreation Club (013-632221, ext. 711, 690). Sponsored by Springs 3194-U.

## Anniversaries

### 30 Years

Magic Empire 652-16, Tulsa, OK  
Oxnard 649-33, Oxnard, CA  
Knickerbocker 137-46, New York, NY

### 25 Years

Lincoln Trails 1354-8, Mattoon, IL  
Moses Lake 1349-9, Moses Lake, WA  
Ardmore 1320-16, Ardmore, OK  
Silver Spring 1314-36, Silver Spring, MD

### 20 Years

Globe 2197-3, Globe, AZ  
Lake Geneva 2818-35, Lake Geneva, WI

### 15 Years

Wisconsin 3490-35, Milwaukee, WI  
West Bend 3634-35, West Bend, WI  
Early Bird 3659-47, Ft. Lauderdale, FL  
West Valley 3649-52, Canoga Park, CA  
Silver Tongue 1620-56, Bryan-College Station, TX

Pathfinder 3635-57, Fremont, CA  
Finger Lakes 2674-65, Auburn, NY

### 10 Years

Monterey Breakfast 1292-4, Monterey, CA  
Club Toastmasters de Tijuana 3467-5, Tijuana, B.C., Mexico  
CA-LA-KE 646-35, Calumet, MI  
Sharpe 3209-39, Lathrop, CA

# 1978-79 District Governors

- F. Don Robinson, DTM, 1807 S. 3rd Ave., Arcadia, CA 91006
1. Ken Himes, DTM, 5361 Russell Ave., #212, Los Angeles, CA 90027
2. Dennis C. Eldridge, ATM, 7717 200th S.W., Edmonds, WA 98020
3. Harold Parrott, ATM, 8631 E. Dianna Dr., Scottsdale, AZ 85257
4. Ray E. Brooks, DTM, 33114 Lake Garrison St., Fremont, CA 94536
5. R.E. Kenyon, DTM, 5595 Morro Way, La Mesa, CA 92041
6. Frank J. Smith, ATM, 716 W. 38 St., #203, Minneapolis, MN 55409
7. Herbert C. Stude, DTM, 3335 N.E. 53rd Ave., Portland, OR 97213
8. Ed Richfield, ATM, Rt. #5, Box 200, Hillsboro, MO 63050
9. Marshall C. Miller, DTM, 34 K St., N.E., Ephrata, WA 98823
10. J. Ceyril Crawford II, ATM, 9200 Buckeye Rd., #1, Cleveland, OH 44104
11. Lowell H. Spalding, 3422 Woldhaven Dr., South Bend, IN 46614
13. Charles H. Vondracek, DTM, 4488 Sardis Rd., Murrysville, PA 15668
14. T.R. (Dick) Banks, DTM, Box 80804, Atlanta, GA 30366
15. Joan C. McNeil, 4657 Loyola St., Salt Lake City, UT 84120
16. Stephen B. Peter, DTM, 1920 N.W. 17th, Oklahoma City, OK 73106
17. Robert K. Powell, ATM, P.O. Box 1116, Bozeman, MT 59715
18. Donald L. Pugh, 127 Fairmont Dr., Bel Air, MD 21014
19. Robert A. Jenkins, DTM, 2734 - 56th St., Des Moines, IA 50310
20. LeRoy A. Spilde, ATM, Box 562, Casselton, ND 58012
21. R.S. (Dick) Dixon, DTM, 439 E. 16th St., North Vancouver, B.C., Can V7L 2T4
22. Woody Allen, ATM, 6514 N.W. Ames, Kansas City, MO 64118
23. Coleman A. Richardson, DTM, 9601 San Gabriel N.E., Albuquerque, NM 87111
24. Ruth M. Kraft, ATM, 4930 California St., Omaha, NE 68132
25. B. Jack Holt, ATM, 6845 Craig, Ft. Worth, TX 76112
26. Jack C. Nemmers, 2442 Carr St., Lakewood, CO 80215
28. Sharon A. Mohr, ATM, 3548 Glynn Dr., Toledo, OH 43614
29. Birney T. Pease, DTM, 2961 Starfighter, Tyndall AFB, FL 32403
30. Henry H. Sharton, DTM, 716 Columbian Ave., Oak Park, IL 60302
31. Lew Muttly, ATM, 129 Nimrod Dr., Concord, MA 01742
32. Robert Damiano, ATM, 2991 Pickering Pl. N.E., Bremerton, WA 98310
33. Don Ensich, DTM, 410 Del Norte Rd., Ojai, CA 93023
35. William G. Trottier, DTM, 1213 Meadowlark Dr., Madison, WI 53716
36. Toshio Hoshide, DTM, 1993 Milboro Dr., Rockville, MD 20854
37. Jay R. Nodine, DTM, 1316 N. Juniper Ave., Kannapolis, NC 28081
38. Ginny Goodrum, 210 Broomall St., Folsom, PA 19033
39. Marcia L. Peters, DTM, 1092 Salmon Dr., Roseville, CA 95678
40. Rhuel K. Craddock, DTM, 1413 Princess Dr., S. Charleston, WV 25309
41. Raymond L. Linder, ATM, 317 Lincoln Lane, S., Brookings, SD 57006
42. A.D. (Al) Munroe, ATM, 1300 Princess Crescent, Moose Jaw, Sask., Can S6H 6S9
43. Bill M. Williamson, ATM, 4435 Rosemont Dr., N. Little Rock, AR 72116
44. Scott A. Edwards, DTM, 6304 Raleigh Ave., Lubbock, TX 79414
45. Jack Kiuru, ATM, P.O. Box 2182, Halifax, N.S., Can B3J 3C4
46. Elias E. Ezra, ATM, 116-12 Liberty Ave., Richmond Hill, NY 11419
47. Robert Gelfand, DTM, 4310 Mangrum Ct., Hollywood, FL 33021
48. Earl D. Heath, ATM, 3820 Rouse Ridge Rd., Montgomery, AL 36111
49. Doug Kelly, ATM, 1547 Haloa Dr., Honolulu, HI 96818
52. James O. Wildes, DTM, 6640 Blewett Ave., Van Nuys, CA 91406
53. Marc A. Ruggeri, DTM, 71 Desson Ave., Troy, NY 12180
54. Carl G. Houchins, ATM, 226 Walnut Dr., St. Charles, IL 60174
56. James La Prade, 1150 Babcock Rd., #G16, San Antonio, TX 78201
57. Lynden F. Davis, DTM, 555 Pierce St., #1305, Albany, CA 94706
58. Richard D. Berkland, ATM, Rt. #1, Box 199, Marwood, Rock Hill, SC 29730
60. Doug Barclay, DTM, 5426 Winston Rd., Burlington, Ont., Can L7L 3B2
61. Fred B. Coulson, 129 Taywood Dr., Beaconsfield, Que., Can H9W 1B1
62. John H. Maclaren, 909 Oak Grove Rd., Jackson, MI 49203
63. Marcia A. Taylor, DTM, 164 Walton Ct., Kingsport, TN 37663
64. C.J. (Tom) Thompson, DTM, 11 Tod Dr., Winnipeg, Man., Can R2M 1Y5
65. Raymond W. Tardiff, ATM, 3238 Winton Rd., So., Rochester, NY 14623
66. J. Fred Powell, 905 Carson Dr., Christiansburg, VA 24073
68. Elmer H. Wagner, ATM, 108 Prospect, Lake Charles, LA 70605
69. Bruce Maddison, 11 Liamera St., Mansfield, Qld., 4122, Aust
70. Chris Veitch, 40 Loquat Valley Rd., Bayview, NSW, 2104, Aust
71. Pat Dullaghan, 56 Springhill Park, Killiney, Dublin Co., Ireland
72. John A. Fauvel, DTM, P.O. Box 3114, Auckland 1, New Zealand
- 73p. Tony Jessop, ATM, 2 Ellery Ct., Mulgrave, Vic., 3170, Aust



